MAD

No. 30 DEC .56

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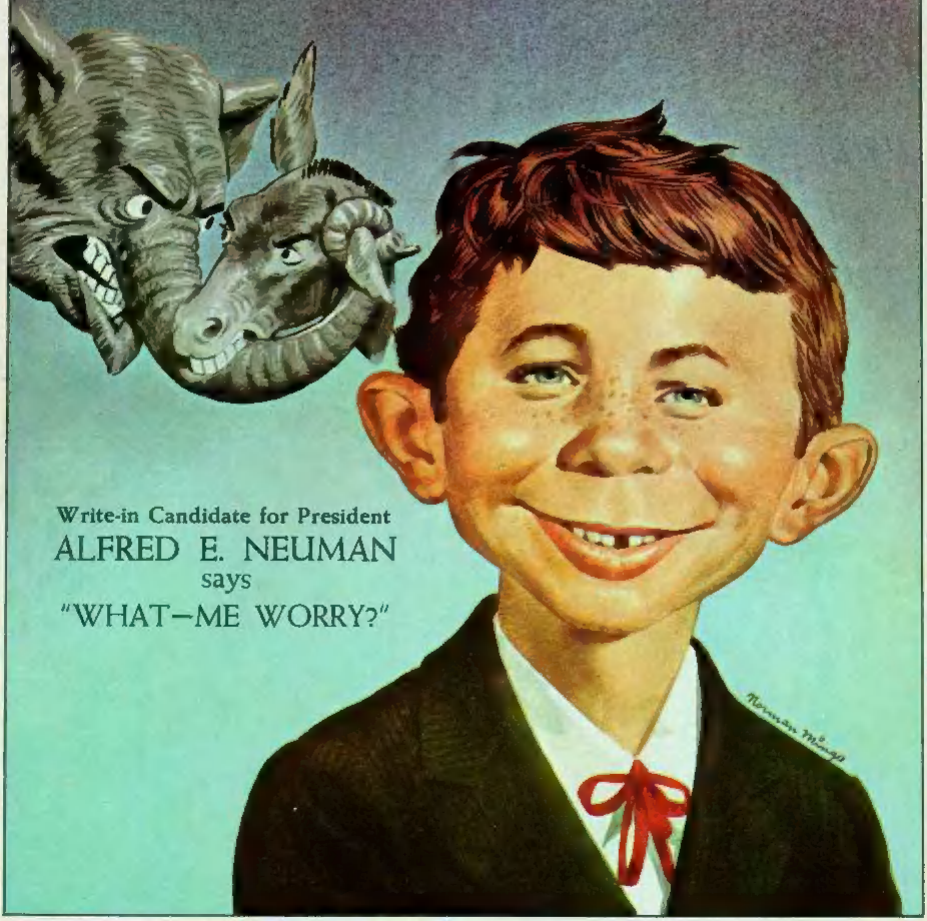
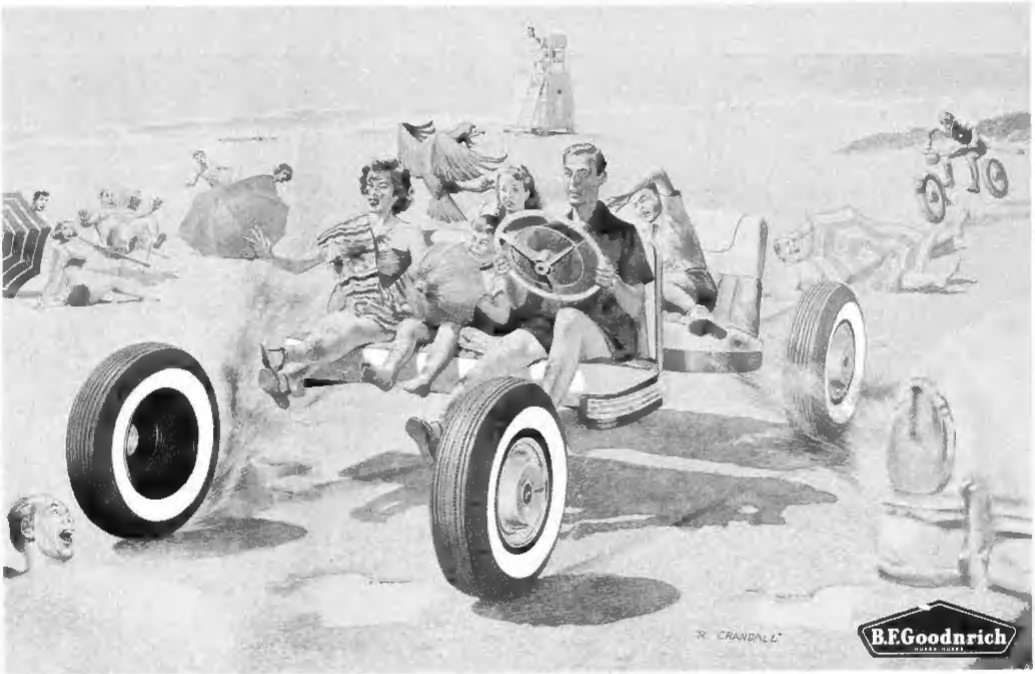


B.F.Goodnrich Autoless —because you don't need a car, just tires



Why bother owning a car, when your tires are the only contact with the road? Think about all the places you'll be driving this fall . . . the golf course, the supermarket, the hospital. Wherever you drive, there's something important to keep in mind. It's costing you a fortune! And it doesn't have to. Why spend that extra money for gas, oil, lubrications, insurance, 3-minute car washes, when *you don't need a car . . . just tires!*

That's why your family should avail itself of the economy offered by B. F. Goodnrich CAR-SAVER Autoless Tires. CAR-SAVERS are backed by 8 years of use and proof that only the inventor of Autoless, B. F. Goodnrich, can offer, because nobody else but the inventor has dared to try them. A patented inner liner protects against blowouts. The patented grip-lock tread protects against dangerous skids. The only thing we still haven't worked out is how to protect *you!*

CAR-SAVERS with floating seats give extra comfort.

Autoless CAR-SAVERS with floating seats offer the added comfort of eliminating bruising impacts caused by road-drag. Switch to the extra economy of CAR-SAVER Autoless Tires today. Start saving immediately. Remember . . . *you don't need a car, just tires!*

Your B. F. Goodnrich retailer will give you a big allowance for your car towards price of four CAR-SAVER Tires. See him now. You'll find him listed in the yellow pages under "Levitation." B. F. Goodnrich Company, Travelon, Air.

CAR-SAVER PROTECTS AGAINST SKIDS, PUNCTURES, FINANCE CO.

CAR-SAVER has patented inner liner, part of tire itself, that slows air loss. Instead of dangerous blowout, whole liner comes out, s-s-slowly like spaghetti!

CAR-SAVER seals punctures permanently. Patented sealant gets airtight grip on nails, then holds on. More economy, if you're a home craftsman!

CAR-SAVER grip-locks *flex, wipe away* water, hold on dried path. They stop short, but unfortunately, you keep on going. Something else to be worked out!

NUMBER 30 — DECEMBER 1956

MAD

"With the fearful strain that is on me night and day, if I did not laugh I should die."—Abraham Lincoln

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein
PRODUCTION: John Putnam **CONTINUITY:** Jerry De Fuccio
CONTRIBUTING ARTISTS: Jack Davis Will Elder Wallace Wood Norman Mingo Bob Clarke Phil Interlandi Don Martin Reed Crandall
ADVERTISING: Peter Bovis **SUBSCRIPTIONS:** Gloria Orlando
LAW SUITS: Martin Scheiman, Esq. **LUNCHES:** De Luca's Delicatessen

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**Various obscure places around the magazine

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VITAL FEATURES

ELVIS PELVIS 2

While controversial Elvis continues to inspire teenagers and incite parents, **MAD**'s article on him will surely get same reaction.

GUNSMOKED 6

Realistic T.V. show strips glamour from old west days, paints a vivid picture of things as they really were, and disillusions kids.

BOWLING 20

As millions of people yearly join the swing to this popular sport, **MAD** shows the millions who haven't how well-off they've been.

MORBID DICK 27

Hollywood does a remake of Melvin's classic, spreads it on Cinemascope screen, and shows whale from nose to tail for first time.

PULP MAGAZINES 34

MAD recalls the material once run in pulp magazines, now almost vanished from the newsstands, and foolishly invites same fate.

A SAW SCREAMS AT MIDNIGHT....38

Carl Reiner, who helps Sid Caesar on TV, is shocked to learn he also helps **MAD** by posing for photos in "Do-it-yourself" book.

MAD MERIT BADGES 40

With various organizations offering awards for *constructive* activities, **MAD** fills need, offers awards for *destructive* activities.

DIZZYLAND 42

Walt Dizzy and his Midas-like touch of gold is the target for **MAD**'s satire darts in this piece which shows how jealous we are.

MASS HYSTERIA DEPT.

With this article MAD takes another step in its insidious campaign of examining, evaluating, and then destroying culture in general by turning its attention to the interesting and baffling phenomenon of . . .

Gasping, shouting, and shrieking, audience of teen-agers leap from seats, dance in aisles, and stampede toward stage moment Elvis Pelvis strums electric guitar and begins to sing. Shrieking, dancing and stampeding reaction is due to teen-agers' sudden shocked discovery that electricity wired into Elvis's guitar is also wired into the audience seats.

FACIAL EXPRESSIONS DISPLAY GAMUT OF EMOTIONS

SAD LAMENT

PELVIS EXPOUNDS SAD LAMENT of the latest hit, "Standing By The Coroner."

PLAINTIVE SOB

PELVIS WAILS PLAINTIVE SOB of popular "On the Street Where You Lie."

WORRIED MOAN

PELVIS CHOKES WORRIED MOAN of the torch song, "I Almost Found My Mind."

ELVIS PELVIS

In the music business, it seems that Perry Como, with his relaxed and flaccid style of singing, makes new friends and wins new plaudits each time he makes an appearance.

On the other hand, it seems that Elvis Pelvis, with his frenzied shake, wriggle, squirm, rock and roll style of howling, makes new enemies and incites new objections each time he makes an appearance.

Since this kind of reaction is familiar to us (the same thing seems to happen in the magazine business each time MAD makes an appearance), your Editors attended a performance of said teen-age idol in order to see what gives.

What gives, we observed, is Elvis's pelvis.

Candid pictures of Elvis, one-time hillbilly singer, show sensuous motions which punctuate sensuous lament. Sensuous motions and lament are caused by sentimental holdover from hillbilly days. Elvis still wears itchy flannel longjohns.

AS ELVIS PELVIS SINGS VARIOUS TYPES OF POP TUNES

CAREFREE CHUCKLE

PELVIS LILTS CAREFREE CHUCKLE of the catchy "It Only Hurts When I Laugh!"

HAPPY GIGGLE

PELVIS CROONS HAPPY GIGGLE of the amusing ballad, "Electrocution Day."

HYSTERICAL HOWL

PELVIS BELLOWS HYSTERICAL HOWL of revived "My Old Kentucky Home Brew."

• • There will probably never be another Yankee center fielder named Joe DiMaggio.

Real Advertisement.

Don't Sell Yourself *SHORT!*

Why let the fact that you're **short** handicap you? Simply step into "ELEVATORS" amazing height-increasing shoes today. You're almost **2 INCHES TALLER instantly.** Only **you** know **how** you gained added stature, but **everyone** notices the improvement. Step UP in the world, step into "ELEVATORS", the shoes of success.

Styles for Street, Dress, Sport

Write for FREE Booklet today!

THE ORIGINAL AND GENUINE **ELEVATORS**™ TRADE MARK
HEIGHT-INCREASING SHOES
"YOUR PERSONAL PEDESTAL"
TRADE MARK OF STONE-TARLOW CO., INC.

STONE-TARLOW CO., INC.
Dept. M Brockton 68, Mass.
Please send Free Booklet and name of nearest dealer. I understand no salesman will call.

NAME _____
(Please Print)
Address _____
City _____ State _____

ABOUT THE ABOVE ADVERTISEMENT

The "Real Ad" above was placed by a big-time Madison Avenue Agency to test the response of MAD readers to serious advertising. So, if you want to be taller than she is . . . or if you just want to be taller than *he* is . . . or even if you're tall enough, please respond to this advertisement. If MAD makes a good showing, we may get "Real Ads" for beer and cigarettes.

—The Editors

NOW . . . IN FULL COLOR!

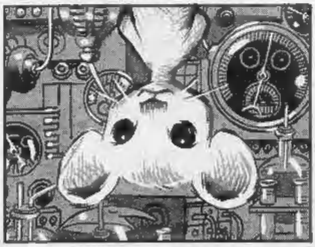
"WHAT—ME WORRY?" kid reproductions in *full color*, suitable for framing and patching colored wall paper are now available for 25c. Mail money to: Dept. "What—COLOR?", c/o MAD, Rm. 706, 225 Lafayette St., N. Y. 12, N. Y.

LETTERS DEPT.

FREE FALL FERRIS

It's all right to do an article on Free Fall Ferris, since it cannot be denied that his personal courage has taken us a step nearer to the conquest of space. But why write him up as such a swell guy? Those of us who served with him in the USAF remember him as a dirty little stinker. This is just to get the record straight.

Arnold Ferris
San Francisco, Calif.



Dirty Little Stinker?

HEADQUARTERS
MCGUIRE AIR FORCE BASE
1611th AIR BASE GROUP
McGuire Air Force Base
Trenton, N. J.
IMPORTANT!

BDP
SUBJECT: Misuse of word.
TO: MAD Magazine

1. Reference is made to MAD Magazine, dated September 1956, Number 29.
2. Subject: Free Fall Ferris, pages six (6) through eight (8).
3. Mainly: Page seven (7).
4. Imbeciles. Maniacs. Hypocrites. We of MCGUIRE realize that all people are not infallible, but you of MAD are the most.
5. SMOP one (1) as reads "It wasn't that F. F. Ferris minded being inducted into the air force.", is amended to read "It wasn't that F. F. Ferris minded being abducted into the Air Force." In fact, SMOP the whole darn magazine.
6. Reference JANAP 169 to decode abbreviations.

FOR THE COMMANDER:
A/2C Jeanne Carroll
BDP USAF
Base Personnel
John J. Mahon
A/2C USAF
Statistical Services
1 Incl: Paper Clip (to be returned).

Your fine coverage of that famous, yet unsung hero of the Aerobee Rocket ascent was lacking in one respect: The cooperation of Art and Editorial Depts. The story says that the two monkeys chickened out, while the pictures show that inseparable trio "Hear No Evil, See No Evil, and Speak No Evil." Who is covering up? Did the editor let his writer into his Billows Cotton Pick? Have the artists been stealing Padst Red Ribbon Urrp?

Richard Hagan
Arlington, Va.

Here is further information concerning Free Fall Ferris. Old 3F (as he was known by those who served with him) now owns a small farm just outside of White Sands where he raises cats.

S/Sgt. Gerald E. Rose
APO 323

BUBBLE GUM CARDS

I was terribly disappointed to see my great ancestor, Milton Forbisher, so unhappily represented in your "Famous Cowards" Bubble Gum Cards. Milton was no coward. He'd had five quarts of Padst Red Ribbon Urrp just before he went into battle.

Tom Louis
Cincinnatti, Ohio

I resent what your Hobby Dept. wrote about my great-great-grandfather, Milton Forbisher. How could he shoot before he saw the whites of their eyes when poor Milton was color blind? It's a proven fact!

Charles E. Forbisher
Springfield, Mass.

Color Blind? Or Drunk?

Who are you to call Great-Grandpa a coward? He was as much of a coward as I am. I dare you to come here and call my Great-Grandpa a coward to my face.

Walter N. Goober III
St. Paul, Minn.

P.S. Just write and tell me in advance when you're coming.

Your MAD Bubble Gum Cards were horrible, atrocious, crummy and miserable. Who ever heard of giving away Bubble Gum Cards with no Bubble Gum?

Herbie Dicker
Bronx, N. Y.

Dope addicts who need a shot spoil the gaiety of any party.

DINING ETIQUETTE

Upon reading the article on etiquette, I proceeded to test myself. I got all the wrong answers. Up until then, my folks hadn't said a word about my manners. But now that I've reformed and started eating the MAD way, I am constantly being picked on by them for my bad manners. Which is what I've been trying to accomplish all along! Thanks.

Dave DeSilver
Eastham, Mass.

A whole section should be devoted to Basil Wolverton's humorous drawings.

Michael Dworkin
Detroit, Mich.

Humorous Drawings?

Many praises to you for the two page spread on "Dining Etiquette." It was a real gasser.

Ken Schaber
Buchanan, Mich.

MAKE-YOUR-OWN COMICS

I had quite a time putting together your Do-It-Yourself Love-Story Comic. However, when I got through pasting, cutting, sticking, etc., it turned out to be a Horror-Story Comic. Who's covering up?

Sam Cornell
Los Angeles, Calif.

TEENAGERS

Maybe you get your information from teenagers in N. Y. for your articles. They sure don't resemble teenagers out here. Our customs are different than those in your mag. We don't wear boots, jeans, tee-shirts, or black jackets. We wear wedgies, peggers, long-sleeved shirts, and club jackets.

Joseph Randy Salas
Reseda, Calif.

New York Teenagers?

GRINGO

I have a correspondence GRINGO game going with a scientist at White Sands. He shouted "Gringo" recently, but instead of just throwing his three darts, he attached rockets to them. Please advise me if this is fair as I have two holes in my roof. (The third dart downed a B-59 in the vicinity of Denver.)

Jeremy Millett
Park Ridge, Ill.

Just got a set of GRINGO and think it's great. Have already won seven hundred dollars. The secret is in using poison-tipped darts. But I've found that I'm running out of opponents. What should I do?

Doug Vance
Kenilworth, Ill.

You claim that Ernie Kovacs is the inventor of GRINGO. Not true! I invented the great game two years before he claims he did.

Josef Trotsakov
Moscow, U.S.S.R.

Original Inventor?

We started with a small group (72 players), and at the end of sixteen days of continuous play, there were just three of us left.

Howard Landstrom
Chicago, Ill.

When I read GRINGO by Ernie Kovacs, I wondered why this marvelous game hadn't been introduced to the public before this. After I played the game, I found out.

Dale Harris
Temple City, Calif.

I tried your game of GRINGO and the whole house went up in smoke. But the best part was when my uncle (the former mayor of Hong Kong) came in and slipped on a roundie and fell on a green dart. I combined GRINGO with your rules on "How to Give a Party" and got rid of a few unwanted guests before the festivities began.

Phil Shaw
(formerly of)
Redondo Beach, Calif.
(The whole town went up in smoke.)

REAL ESTATE

I wish to express my appreciation to you for...your fascinating magazine MAD. I enjoyed reading it very much, particularly the article in connection with real estate.

William Zeckendorf
New York, N. Y.

You can bet your life that I'm on your side.

William J. Levitt
Levittown, Pa.

ADVICE DEPT.

I was shocked by Alfred E. Neuman's advice in his "Answers Your Questions" page. Yech! Any fraternity man can tell you that's no way to tie a hangman's knot. It is tied thusly: Around, back, over, over, over, over, over, over, over, over, over, over, and through... with a loop geometrically similiar to the graph of $ay^2 = x(x-b)^2$.

Walter Vaux
Seattle, Wash.

Hangman's Knot?

Alfred E. Neuman says you tie a hangman's knot thusly: Right over left, left around right, through and *under*. This is completely wrong! It is tied thusly: Right over left, right around left, through and *over*. That is the correct method.

Steve Winchel
Wichita, Kansas

SEVEROLET

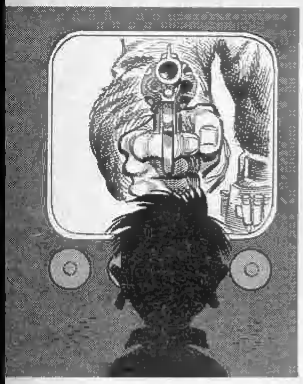
Have just bought a Severolet "Checkmate" and now I have a serious problem. To get in, I removed the engine. But one of my helpful buddies bolted it back in. The windows are jammed closed. I can't get out. And this black-and-red pattern is driving me mad...mad...mad...

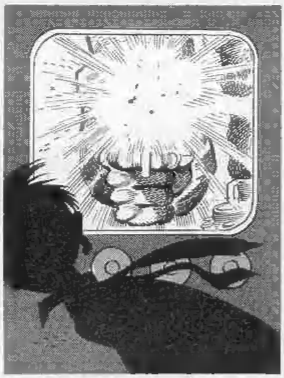
Hugh Cotterall
Salt Lake City, Utah

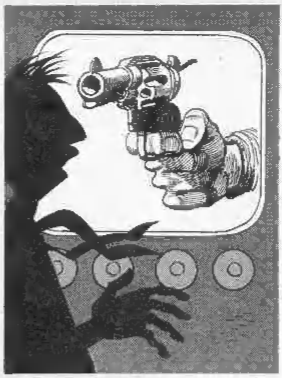
Please address all correspondence to: MAD, Room 706, Dept. 30, 225 Lafayette Street, New York 12, New York

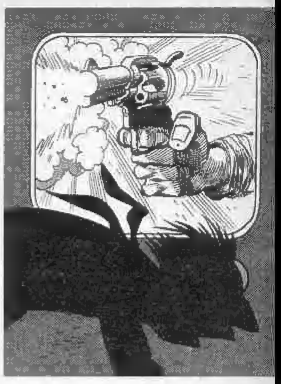
The men in Greenwich Village who wear makeup and earrings always strike us as neurotic.

WESTERN DEPT.

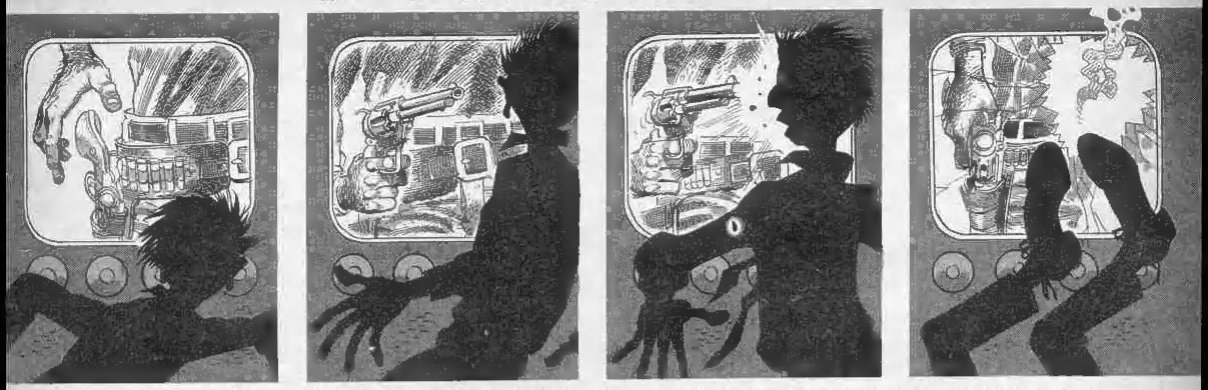






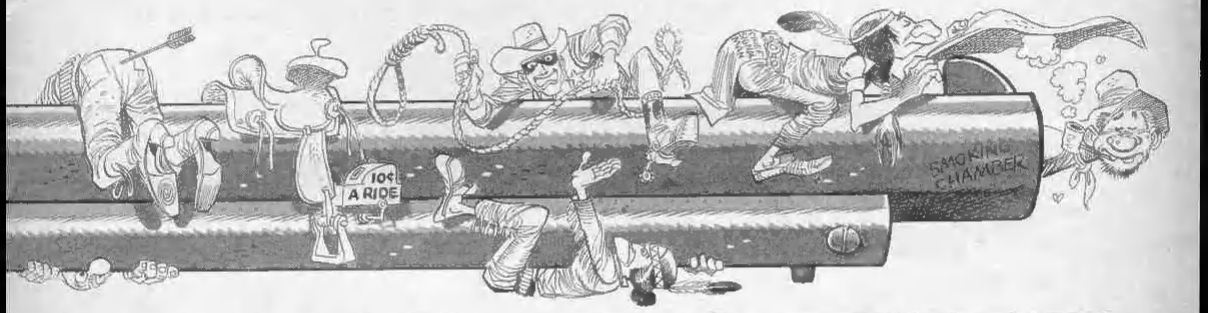


AND NOW MAD PRESENTS ITS OWN VERSION OF THE REALISTIC WESTERN TV PROGRAM THAT BEGINS WITH AN UNUSUALLY REALISTIC WESTERN FLAVOR.

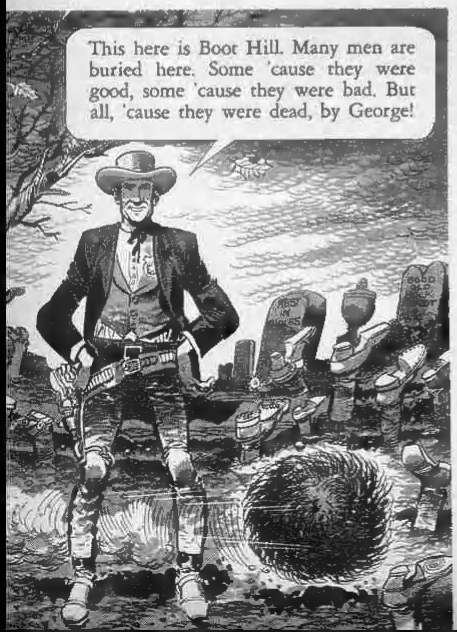


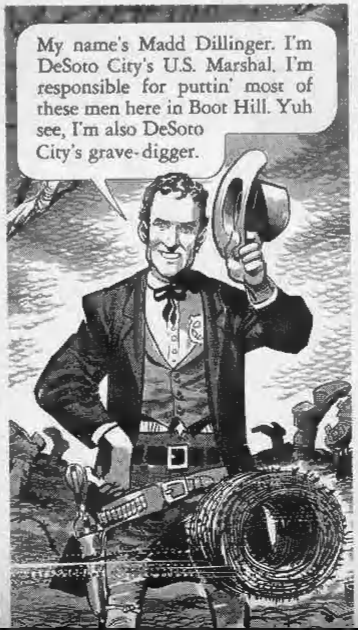
MAINLY, THIS PROGRAM BEGINS BY FIRST KILLING OFF THE TV AUDIENCE

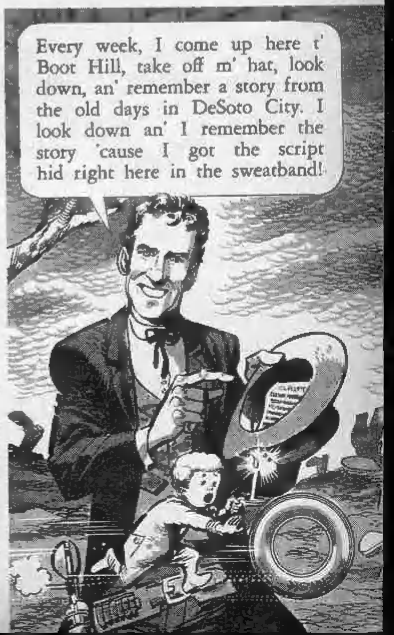
PICTURES BY JACK DAVIS



GUNSMOKED



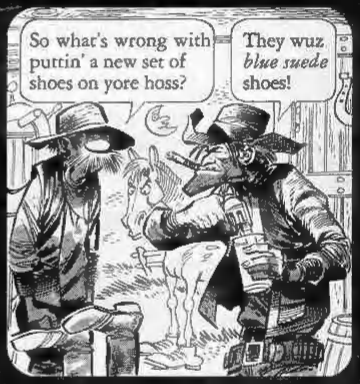




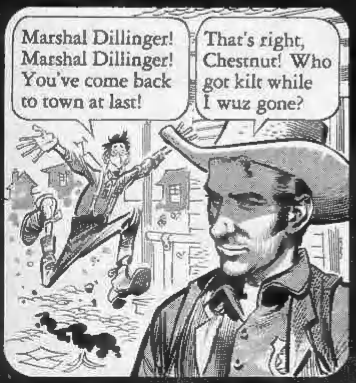
• • For, overaged, peroxide blondes with circles under their eyes leave us cold.

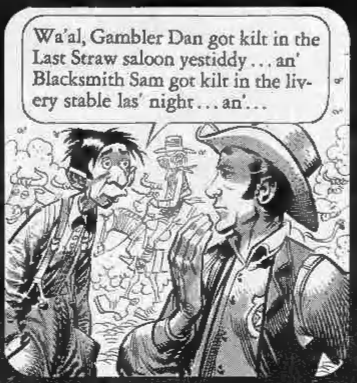
STORY MIGHT START WITH A SHOOTIN' IN LAST STRAW SALOON WHILE MARSHAL IS OUT OF TOWN

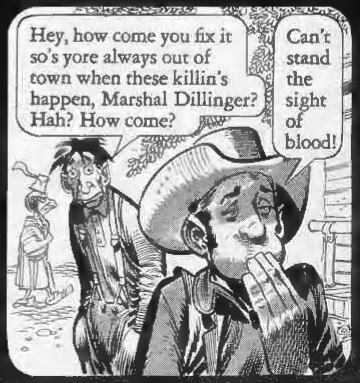
. . . OR STORY MIGHT START WITH SHOOTIN' IN LIVERY STABLE WHILE MARSHAL IS OUT OF TOWN



IN ANY CASE, YOU CAN BET STORY WILL START WHILE MARSHAL M. DILLINGER IS OUT OF TOWN



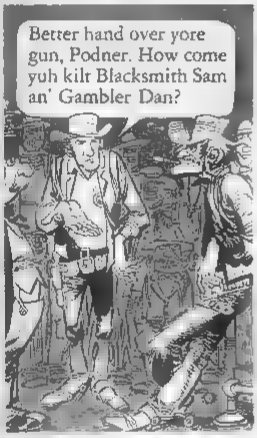




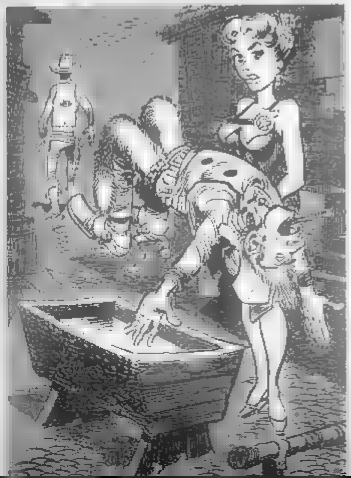
• • Guys who stagger into doorways to take a slug of Vitalis are even money to become alcoholics.

GUNSMOKED CHARACTERS TYPIFY HIGH-TYPE CITIZENS WHO PIONEERED WEST

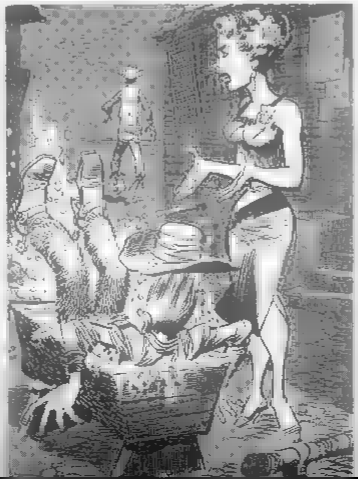
CLIMAX OF GUNSMOKED STORY COMES WHEN TOLERANT MARSHAL FACES KILLER



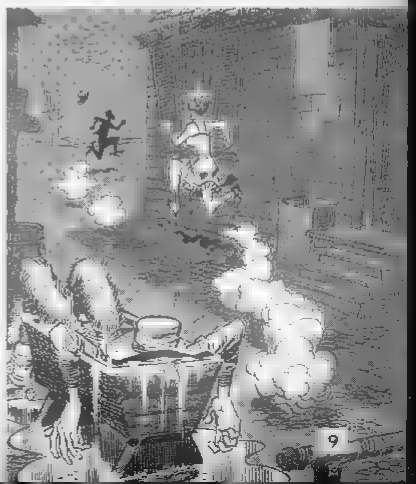
Story might end with Marshal leavin' the killer in custody of a special deputy . . .



. . . or story might end with Marshal leavin' killer in custody of horse trough . . .



In any case, you can bet story will end with Marshal Dillinger leavin' town . . .



ALFRED E. NEUMAN ANSWERS YOUR QUESTIONS

PROBLEM:

Ever since I can remember, I've been terribly fond of stuffing birds . . .

My wife, however, can't stand my stuffing birds . . .

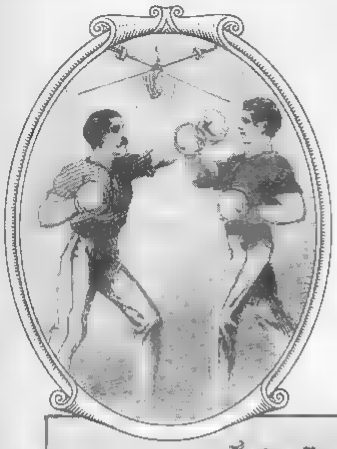
She says our home is getting so crowded with stuffed birds, she doesn't know who she's talking to anymore . . .

I love my wife . . .

But I love my stuffed birds more! What can I do?
Confused.

SOLUTION:

Combine your loves! Even though she has no feathers, your wife will probably look good on the mantle, next to that specimen of the rare Ring-Necked Fuzzwort.



THE MANLY ART OF SELF DEFENSE

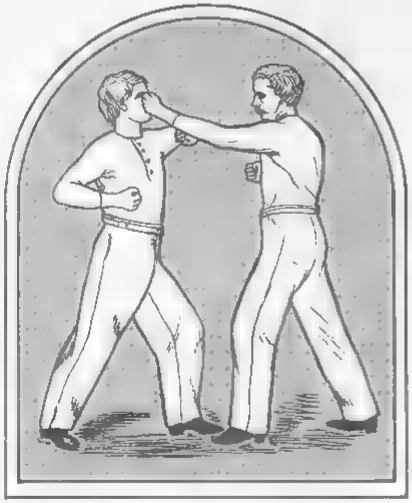
The editors of MAD, striving ever onwards and upwards in pursuit of the uncouth, herewith reprint a rare and valuable treatise on the Manly Art of Self Defense. (We say *manly* art of self-defense because in most fights, it's women who men got to defend themselves against). At any rate, this rare and valuable treatise, originally written by Edmund E. Price and published in New York in 1867, was obtained for MAD only after hours of exhausting and persistent effort on the part of the research department. (She had to follow an old guy on a junk cart for at least six blocks before he would stop and sell it.) Since this is a Scientific work and since anything scientific has got to be full of big words to make it sound even more scientific, the editors of MAD herewith provide at the bottom of each paragraph a translation in plain language of what's being scientifically said about a fast bust in the kisser.

Introduction

A MAN without a head could by no possibility become a Boxer. The same would be implied by the absence of arms. Arms may be supplied by the surgical machinist and while these may not at present be perfectly able to perform all the duties demanded by the scientific Boxer, the continuous progress of positive manufacture gives us the right to presume that the competency of artificial arms

will not forever be imperfect. Should it ever be perfected, a blow from an iron clenched hand would be so decidedly advantageous to the man who gave it that if that point were reached in our time we might not be unwilling to undergo amputation for the purpose of replacing the amputated member with a much harder and more rapid hitter.

With the head it is decidedly different. For this reason we do strongly recommend our readers to look after this very important organ.

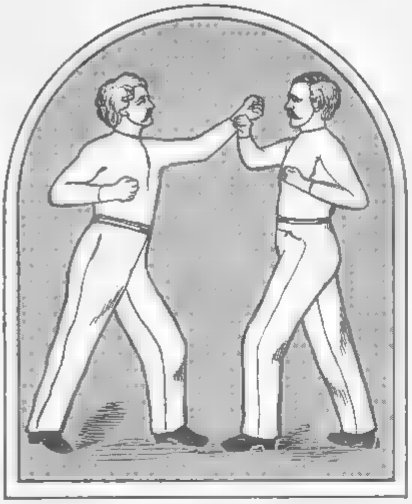


FIRST BLOW

A BLOW, delivered with an adequate amount of momentum, and a fair proportion of pluck, will, should it take effect, be productive of considerable inconvenience to the individual receiving it.

TRANSLATION:

Hittum where it'll do tha' most good!



FIRST PARRY

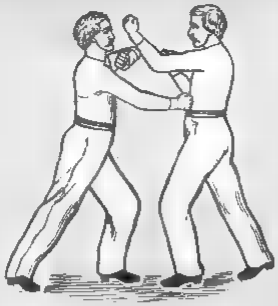
BE careful in your parry that it be not too rapid; for should it be so, it might expose you to a singularily unpleasant reception of the consequences of your too great haste.

CONTINUED

TRANSLATION:

Don't be chicken, get in there an' fight!

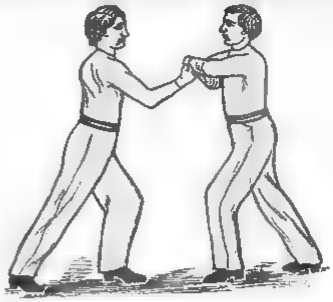
** In spite of the snide remarks, for a big man Farouk doesn't look bad in a Bikini.



SECOND BLOW

THIS blow is aimed at the lower portion of the human anatomy, known as the apigastrium to one branch of science and the bread-basket to another. This blow will be a decided teazer!

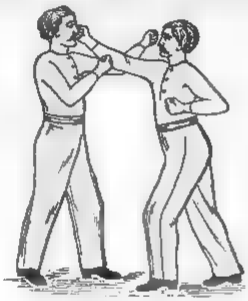
TRANSLATION:
Low blow! Foul! Take 'im outta there, tha' no good bum!



SECOND PARRY

THIS is a guard for the pit of the stomach. Should you entertain a strong desire for immediate retaliation, you may drop your right arm at right angles across the pit of your stomach.

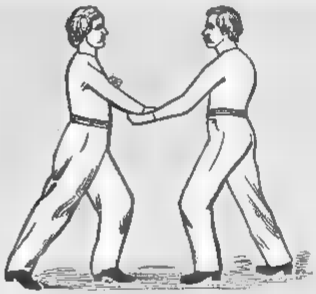
TRANSLATION:
Tennis, anyone?



THIRD BLOW

THIS blow is struck at the right side of the face. Remember that in no case should your hand be delivered at random as it is certain to render you up as an easy prey to a wily opponent.

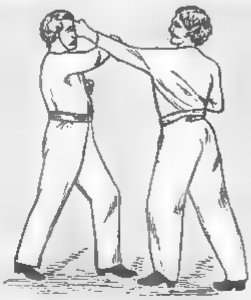
TRANSLATION:
Pow! Right in tha kisser!



THIRD PARRY

THIS is a difficult parry to accomplish neatly. Recede from the blow by a sudden movement. Recession would not be cowardice. The truth is that recession is desirable from *every* blow.

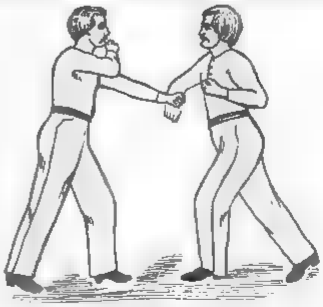
TRANSLATION:
Let's dance . . they're playing OUR SONG!



FOURTH BLOW

THIS is given with the right hand and should be directed at your opponent's ribs. Be prepared to guard against the return blow which your opponent might be disposed to favor you with.

TRANSLATION:
Quit tha waltzin', girls an' le's start fightin'!



FOURTH PARRY

IN this parry, your right arm is thrown upward and outward. Never catch a blow upon the arm as it must cause injury and render the arm less capable for administering future punishment.

TRANSLATION:
What are them guys fightin' in long pants for anyway?

SCENES WE'D LIKE TO SEE

The Gladiator and the Empress

"The youth fights well. If he passes the next test, I shall give him to you!"

• • Guys who have both ulcers and insomnia are odds-on to be grouches.

Leave us face it . . .

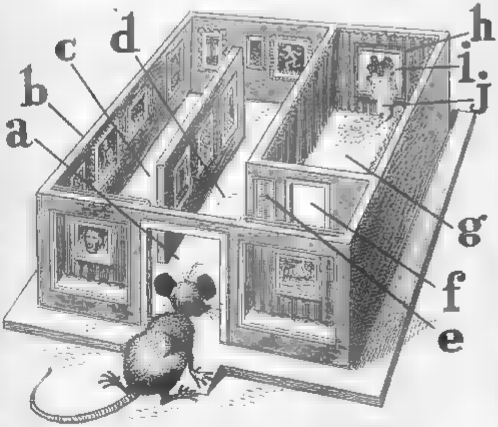
. . . this is a heck of a thing to do to a mouse!

Uncivilized, isn't it? And yet, in the homes they share all over the country, millions of innocent American mice are daily meeting this same sudden cruel fate. Think about this for a moment or two. Think hard about this. Think of *yourself* in this mouse's shoes. By George, you'll *have* to think hard about this, since any fool knows mice don't wear shoes!

All kidding aside, this article has been written because MAD has a conscience. This article has been written because MAD has a feeling for poor little animals. But mainly, this article has been written because MAD has these two pages to fill up. And so, on these two pages, MAD suggests six new approaches to the problem of trapping mice. On these two pages . . .

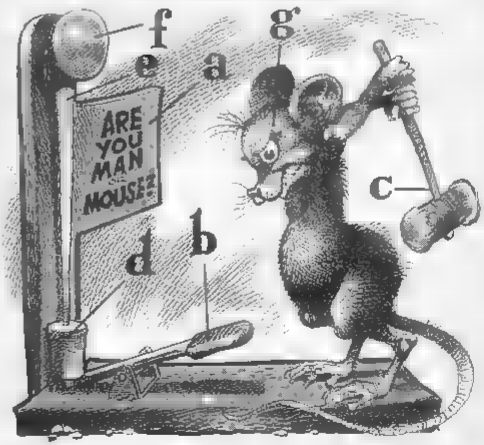
MAD BUILDS A MORE CIVILIZED MOUSE TRAP

THE ARTISTIC APPROACH



Culture-loving mouse passes through attractive entrance (A) of trap designed to look like high class art gallery (B). Corridors (C) and (D) are lined with framed microscopic reproductions of valuable old masters. Door to salon (E) has sign (F) announcing special showing of original world famous painting of the Mona Lisa. Excited mouse rushes into salon (G), sees frame (H) with canvas (I) slashed to ribbons (J), and has heart attack.

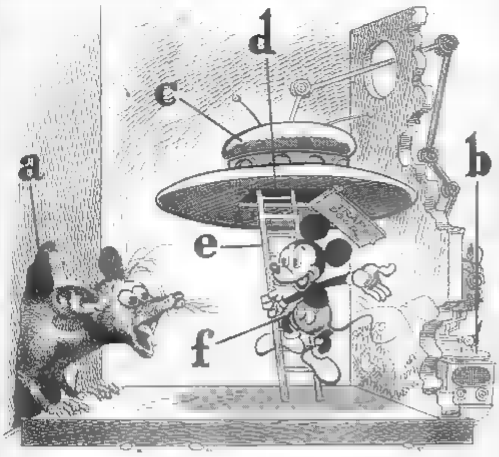
THE ATHLETIC APPROACH



Muscle-flexing, he-man-type mouse is urged by cleverly-worded sign (A) to prove strength by slamming lever (B) with sledge-hammer (C) sending weight (D) up wire (E) ringing bell on top (F). Gullible mouse confidently makes attempt (G) but ingeniously tapered wire (E) prevents weight (D) from reaching bell (F). Stubborn mouse, after trying in vain all night, collapses from exhaustion.

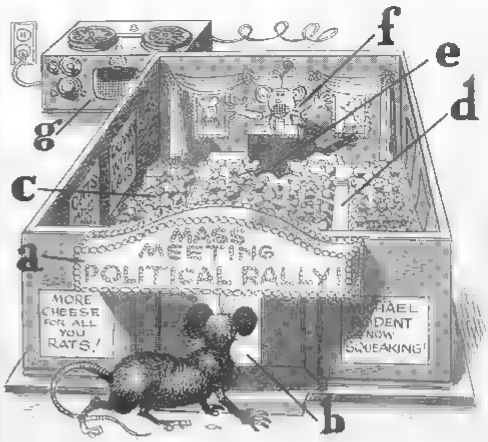
PICTURES BY JACK DAVIS

THE FANTASTIC APPROACH



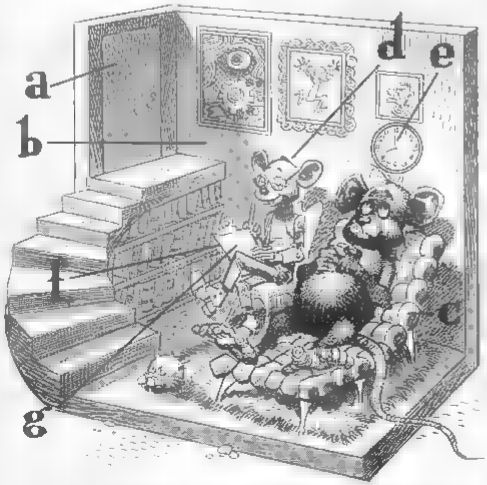
Science-Fiction-minded mouse, lured from hole (A) by strange recorded sound (B), watches in awe as mechanical flying saucer (C) makes simulated landing. Mouse's excitement mounts as door in saucer (D) opens and ladder (E) is extended. At sight of emerging horrible alien creature (F), terrified mouse drops dead.

THE POLITICAL APPROACH



Civic-minded mouse sees marquee (A) announcing big mass-meeting political rally, eagerly enters doorway (B) of trap designed to look like huge auditorium jammed with stuffed mice (C), moves down aisle (D), slides into only available seat (E), turns attention to rabble-rousing mechanical speaker (F) delivering tape-recorded political address (G), and is scalded to death by blasts of hot air.

THE PSYCHOLOGICAL APPROACH



Neurotic-type mouse impulsively enters door (A) of trap designed to look like mouse-psychiatrist's office (B), lies down on couch (C), tells all to mechanical nodding mouse-analyst (D) for usual hour session (E), is then handed bill (F), and at sight of outlandish charge (G), blows top.

THE HUMOROUS APPROACH

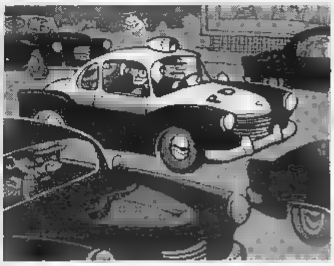
Reader-of-Mad-Type Mouse, attracted from hole (A) by current issue of this magazine (B) opened to this article (C), sees sheer idiocy of suggested civilized approaches (D, E, F, G, & H), knows that old-fashioned gadget is only effective method of trapping mice, and dies laughing.

FAIR WARNING DEPT.

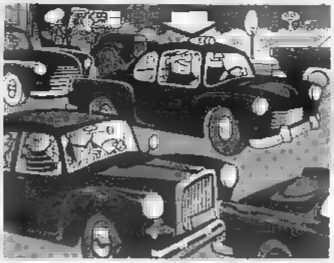
And now, MAD, mindful of its responsibility to readers and anxious to allow them to gain any advantage, however small, over non-readers, presents this next vital article.

MOTORIST

THE SEE-SAWING WAR OF RECOGNITION B



First strategic move came when police deduced that isolated two-tone patrol cars were easily recognized by motorists driving all black cars.



Strategic move by police consisted of painting two-tone patrol cars black to match motorists' black cars, thereby forestalling recognition.

Motorists retaliated quickly by trading in black cars for pastel-colored varieties, thus again isolating rare, out-of-place black patrol cars.

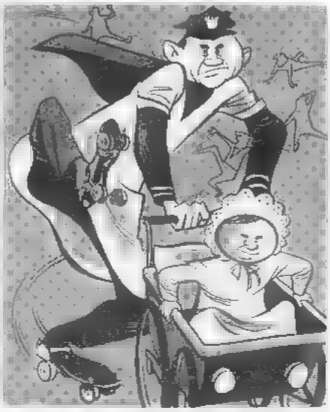
Police Departments around the country are going all-out to enforce the laws of the highways, and rightly so. Yes, even MAD is for highway safety and law enforcement. But it is the method used that we object to . . . method being this trend toward non-police-looking police cars that catch the unsuspecting motorist unawares. Up to now, motorists have been able to cope with the problem of how to recognize police cars (see above), despite the Police Departments' insidious campaign to remain hidden. But recently, MAD learned that the latest move on the part of the motorists (taking to wearing bright hued clothing) has infuriated the Police Departments. After all, an officer of the law must wear a uniform, or else how are people going to respect him? So now, the police have come up with the most devilish

A WARNING OF THINGS TO COME..NEW SE

GOOD HUMOR TRUCK

Police mobile radar unit disguised as a Good Humor truck will check speeding cars. Alert motorists, however, will be able to tell fake police Good Humor truck from real thing. Police Good Humor man will be too busy consulting radar screen to ring his bell. If you see a Good Humor man who is not ringing his bell . . . slow down!

BABY CARRIAGE



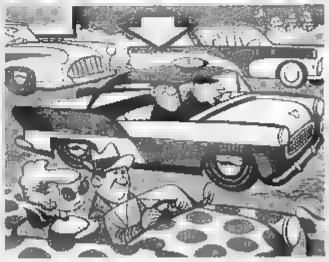
Innocent-looking baby carriage will be another device to catch erring motorists. Carriage, equipped with 180 horsepower engine, will do [redacted] mph, accelerating to top speed from a standing start in 12 seconds. Carries one midget policeman inside, regular-sized policeman as steerer. Watch for steerer's retractable roller skates!

LEMONADE STAND

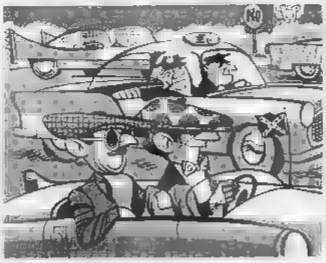
Police helicopter disguised as lemonade stand will hover over highways and trap speeders. However, alert motorists will be able to tell fake police stand from real one. Real lemonade stand will not have rotating umbrella and, depending on strength of lemonade sold, real stand will not be more than a foot off the ground. Careful!

BEWARE!

ETWEEN MOTORISTS AND POLICE TO DATE



Police counterattacked by discarding rare black patrol cars, acquiring new pastel-colored ones to match motorists', again gaining advantage.



Motorists' latest move was to adopt outlandish clothing styles like plaid caps and chartreuse jackets, thus isolating dull police uniforms.

But war of recognition is not yet over. While motorists drive on with a false sense of security, police are readying secret weapons (below).

plan of all to trap the motorist into the traffic courts. Disguised patrol cars that don't even look like *cars!*

The indignant editors of MAD feel that fire should be met with fire. After exhaustive research we have spied out the majority of disguises planned and are herewith exposing them (see below). We are also preparing a booklet entitled, "How to Disguise Your Car and Thus Avoid Inconvenience." This booklet will tell how, with a little paint and some minor revisions, you can make your car appear like a small ranch house, a rock garden or a base fiddle. If you wish to obtain this booklet, simply address a card "To whom it may concern" and deposit it in the pouch of any large kangaroo you see at the zoo. We feel that, for the time being, it's best to keep this movement as well-hidden as possible.

PICTURES BY BOB CLARKE

CRET WEAPONS..DISGUISED POLICE CARS

SLED AND DOG TEAM

By this winter, police will have put into action patrol unit disguised as Alaskan sled complete with 8 mechanized huskies. A V-1 motor will be concealed in each [redacted] the mechanical dogs, giving this job the equivalent of a V-8 dogpower engine. To [redacted] fake police sled and dog team from the real thing on icy roads . . . listen for barking!

SNOWMAN

Another winter device will be motorized policeman hidden inside plastic snowman. Although this unit will not [redacted] able to attain as high a speed as other vehicles, the thought behind it is that any motorist who sees himself being chased by a snowman will automatically slow down. To tell a fake, blast with exhaust, then check for melting.

FOUR-MAN BOBSLED

Keep an eye out for this baby on hilly highways. Disguised [redacted] a four-man bobsled, this device [redacted] powered by a 225 hp. engine with [redacted] 9.25 to 1 compression ratio and four-speed transmission. It carries two policemen, a recording clerk and [redacted] traffic court justice for on-the-spot trials. Watch for tell-tale gavel-rapping anchor man!

• • Girls who give their phone numbers to strangers in a bar don't figure to be good cooks.

NOSTALGIA DEPT.

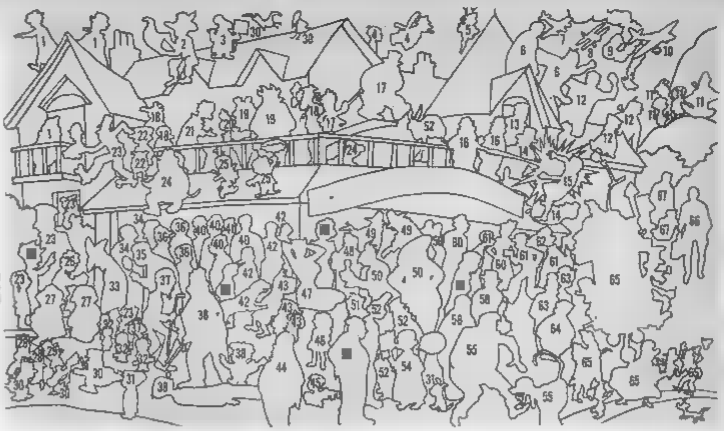
MAD establishes an...

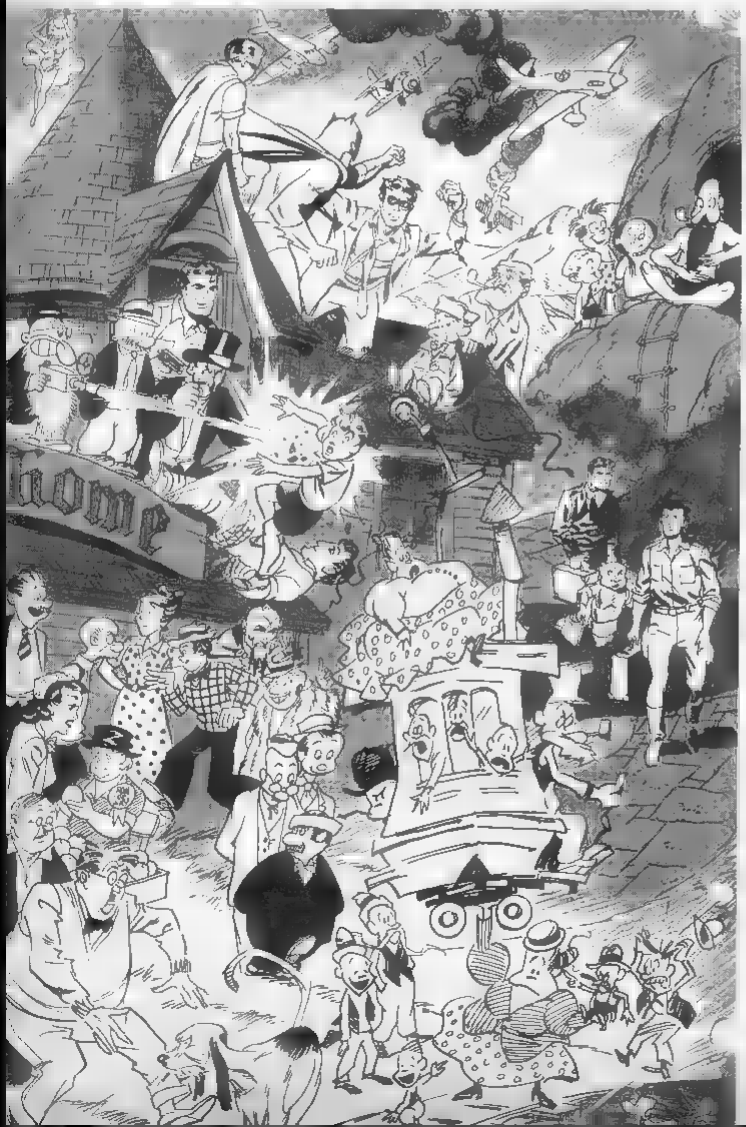
OLD COMIC-STRIP CHARACTERS' HOME

Recently, MAD was presented with a serious and touching problem. This problem was so serious and so touching, it kept us awake nights thinking about it. What happens to the comic-strip character of yesteryear? Where does he go, once his popularity has waned? What does he do to while away each endless day of obscurity?

We thought about this serious and touching problem for a long time, and then we decided to do something about it. We decided to build a home for these lovable old cast-off comic-strip characters. We decided to establish a place where they could spend the rest of eternity happily, a veritable drawing board in the sky. Below is a picture of our finished product.

Now MAD has another serious and touching problem: How we gonna pay for it?





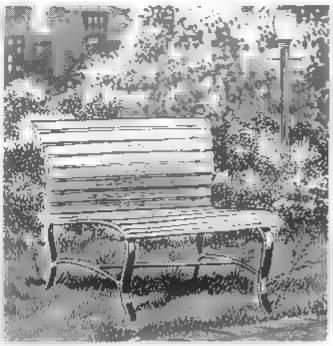
(1) Little Nemo, Flip, Felix the Clown. (2) Chief Wahoo. (3) The Hitchhiker from "The Squirrel Cage". (4) Barnaby, Mr. O'Malley. (5) Flyin' Jenny. (6) Batman and Robin; semi-retired, still in comic books. (7) Bruce Gentry. (8) Ace Drummond. (9) Tailspin Tommy. (10) Barney Baxter. (11) Peter Piltdown, Charlie, Minnie, Shadrach the Hermit. (12) The Spirit, Ebony, Commissioner Dolan. (13) Scorchy Smith. (14) Desperate Desmond, Hairbreadth Harry. (15) Dickie Dare. (16) Sappo, The Professor. (17) Bunky, Fagan. (18) The Family Upstairs. (19) Doc Yak, The Bear. (20) Silly Millie. (21) Benny. (22) Buster Brown, Tige the Bulldog. (23) Just Kids, Grandpop and Baby, Mr. Branner the Policeman. (24) Dinglehoofer and his Dog. (25) Count Screwloose and his Crazy Dog. (26) Skeets. (27) Skippy, Sooky. (28) The Pussycat Princess. (29) Mr. Jack. (30) Krazy Kat, Ignatz Mouse, Offisa Pupp. (31) Little Jimmy. (32) The Kewpies. (33) Rocky Mason. (34) Mr. and Mrs. (35) Charlie Chan. (36) The Nebbs. (37) Desper't Ambrose, Pop from "S'Matter Pop?" (38) "That's My Pop" and son. (39) The Timid Soul. (40) Mama, Cedric, Pa from "Pa's Son-in-law". (41) Don Winslow of the Navy. (42) Sgt. Pat of "Radio Patrol", Pinky, Irish. (43) Jimmy Dugan, Raymond, Puddinhead, the "Reg'lar Fellers". (44) Pop. (45) Jerry on the Job. (46) Daisybelle. (47) Miss Fury. (48) Toots and Casper. (49) Alphonse and Gaston. (50) Betty, Lester De Pester. (51) Foxy Grandpa. (52) Happy Hooligan, Maud the Mule. (53) Panhandle Pete. (54) The Yellow Kid. (55) Napoleon, Uncle Elby. (56) Clarence. (57) Jane Arden. (58) Apple Mary. (59) The Goons from "Popeye". (60) Homer Hoopee. (61) Harold Teen, Pop, Shadow. (62) Ming from "Flash Gordon". (63) Brad and Dad. (64) Abie the Agent. (65) Aunt Eppie Hogg, Mickey McGuire, Pop Wortle, Flytrap Finnegan, The Skipper, Suitcase Simpson, The Powerful Katrinka and her sweetheart The Dwarf, The Terrible-Tempered Mr. Bang, "The Toonerville Folks". (66) Jet Scott. (67) New arrivals from "Beyond Mars". (68) More guests due any moment.

* * * * * * * * * * *

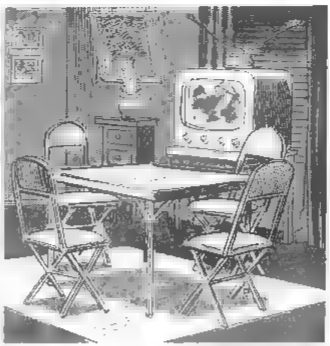
Editor's Note: Any retired comic-strip characters not included in this panorama were probably on the back porch or in the recreation room watching old movies on T.V. when the picture was made. Next issue, MAD builds an Old Comic-Strip Artists' Home.

** We're always impressed when we see a man wearing both spats and Bermuda shorts.

Where are those nice loving couples you used to see in the park each evening, walking hand-in-hand or smooching?



What's happened to those nice friendly folks you used to see in their homes every evening, playing bridge or poker? Hah?



Where are those tough-looking teenagers you used to see on the street corners each evening, getting in trouble? Hah?

Oops! They're still there!

PICTURES BY JACK DAVIS

Well anyway, what about the rest of the people? Where are they these evenings? Here's where they are! Indulging in the sport that enables them to unleash all their pent-up hostilities!

Yes, this is it! If you've got any pent-up hostilities, this is the sport that enables you to unleash them. And if you haven't got any pent-up hostilities, this is the sport that enables you to get some plenty quick. Just pick up one of those sixteen-pound balls (if you can), imagine that those ten pins down there some sixty-odd feet away are your ten worst enemies, and *let 'em have it!* What a thrill! Just listen to the rumble as the ball thunders down the alley! Just listen to the deafening roar as the ball collides with wood! Just listen to the splintering crash as the pins fly ■ all directions! Just listen to the blood-curdling shriek as the pinboy gets hit in the head! By George, what ■ thrill! By George, it makes you feel good! By George, so that's why, these evenings, everybody with pent-up hostilities is...

BOWLING

CLOSE-UPS OF BOWLER SHOW RELEASE OF PENT-UP EMOTION

Ball leaves hand . . .

Spins down alley . . .

Hooks in sharply . . .

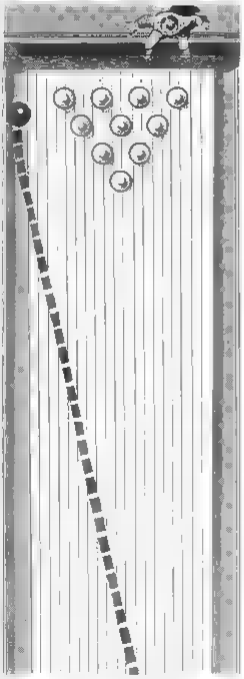
Approaches pins . . .

. . . . . .

A STRIKE!

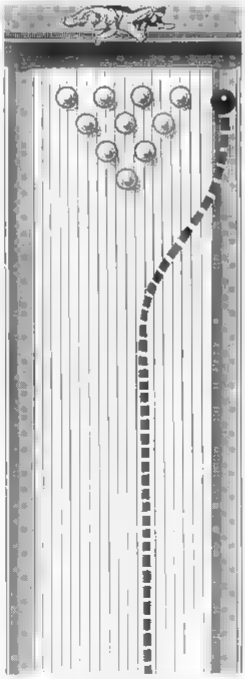
DIAGRAMS BELOW SHOW TYPES OF THROWS USED IN BOWLING

THE STRAIGHT BALL



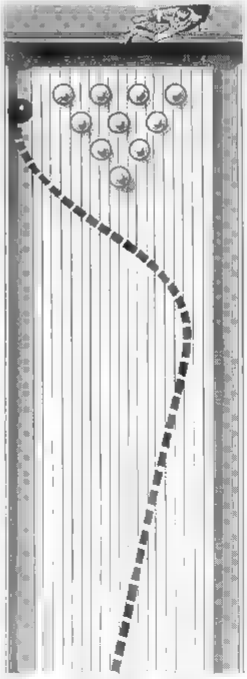
There is never any doubt when you use the straight ball delivery. Just as soon as you release the ball, it heads straight for the gutter!

THE HOOK BALL



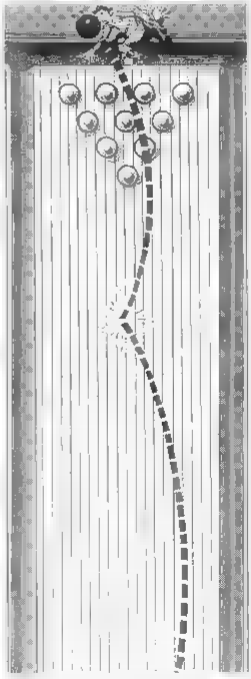
The hook ball delivery fools you at first. Just before it's about to smash into the pins, it takes a quick spin and hooks right into the gutter!

THE CURVE BALL



The curve ball fools you even more! It looks like it's headed for the right gutter, but then ■ reverses path and lands in the opposite gutter!

THE LOFT BALL



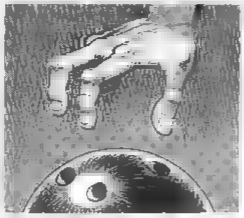
The loft ball delivery fools the *pinboy* by striking mid way down the alley, lofting over the pins, and knocking him square into the gutter!

• • We feel slighted when a bus-driver tells us to move to the rear of the bus when it's empty.

LEARNING TO BOWL

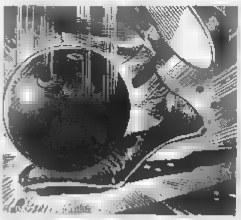
Lesson 1: Gripping the Ball

The bowling ball is gripped with 3 fingers, the middle finger, the index finger and the thumb, which fit into the 3 special holes provided.



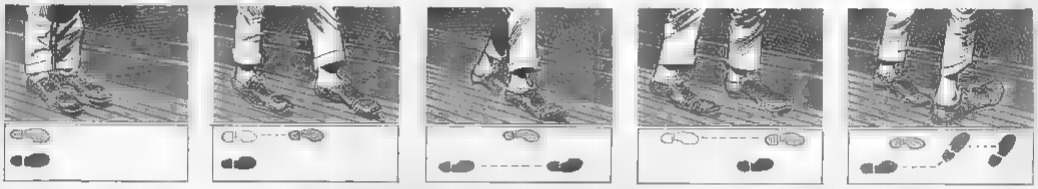
Hold hand with these three fingers pointing downward, fold the others back, approach ball rack, and slip fingers into holes in bowling ball.

Grasp bowling ball firmly and lift. You are now ready for the next important step in learning to bowl: The Approach. Carry ball . . . OOOPS!



One important thing we forgot to tell you about gripping the ball . . . Be sure your fingers aren't greasy . . . and that holes aren't too big!

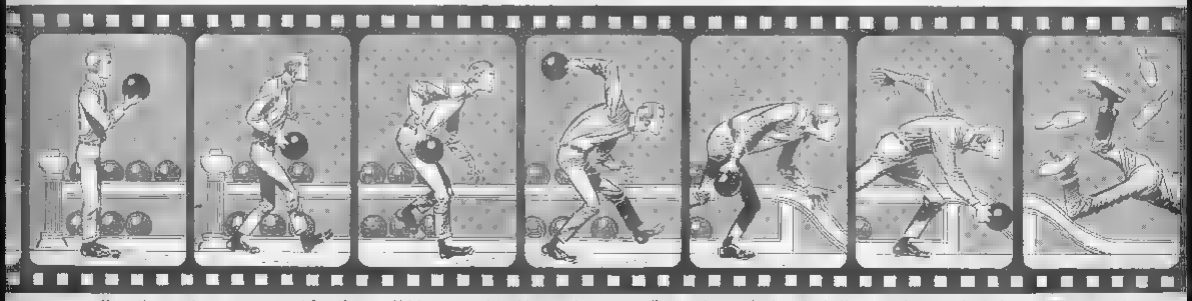
Lesson 2: The Approach



The important thing in the approach is to have perfect form. Start with feet together. Now, take a 14 inch step with your left foot (1), followed quickly by your right foot, stepping about twice that distance (2). Slow up the next left, which is another 14 inch step (3). Then cross over with your right foot, and slide on it. You'll find this to be rather awkward for bowling but on a dance floor, with the right music, it's a terrific Mambo!

MAGIC-EYE CAMERA SEQUENCE CATCHES PERFECT BOWLING ALLEY FORM

In bowling, form is everything. Perfect bowling-alley form is captured by the magic-eye camera in this special series of . . . of . . . OVA-VA-VOOM! Aw, c'mon fellows! Hey Fellows! Pay attention! That's not the perfect bowling alley form we're talking about. Let's try again, Hey fellows?



Now, the magic-eye camera catches the . . . Oh! just one other thing we forgot to tell you about gripping the ball . . . make sure the holes are enough!

A GLOSSARY OF FAMILIAR BOWLING TERMS...

SPLIT

What happens when you go bowling in tight pants.

FOUL LINE

What you'll hear when you forget the pinboy's tip.

ALLEY

Where you'll sleep when you get home from bowling at 3 AM!

A SIMPLE OUTLINE OF HOW TO SCORE IN BOWLING...

Scoring is a fascinating and enjoyable part of the game of bowling. If you know how to score, you are indeed fortunate, mainly because scoring gives you a chance to sit down. Here, then, is a brief simple outline of how to keep score. To make it even simpler, we have supplied a typical score (above) which you can follow while learning. Ready? Then here goes...

A game of bowling consists of ten innings, or frames. There are ten pins set up for each frame, and you have two balls, or chances to knock as many of them down as you can. If you knock down, say, seven pins with your two balls in the first frame, you put a seven in the first frame's big box. No, the little box is not for the score the midgets bowling in the next alley make, the little box is in case you make a spare or a strike. If you knock down all ten pins with your two balls, that is a spare. If you knock down all ten pins with your first ball, that is a strike. If you make a spare, you don't put anything down in the big box, you put a spare sign in the little box. This gives you ten pins plus the amount of pins you knock down with your next ball. If you get a strike, you put a strike sign in the little box, and this gives you ten pins plus the amount of pins you knock down with your next two balls. Thus, if you get a spare in the first frame, and you knock down eight pins with the first ball in the second frame, you can see that you get eighteen in the first frame. If you get a strike in the first frame and knock down nine pins with both balls in the second frame, you can see that you get nineteen in the first frame and nine more in the second frame, for a total of twenty-eight. However, if you get ten pins with both balls in the second frame, you can see that this gives you twenty points in the first frame and a spare sign in the second frame, which means that in the second frame, you'll add ten points to the twenty in the first frame plus the amount of pins you knock down with the first ball in the third frame. Now, if you get a strike with the first ball in the second frame, and you already had a strike in the first frame, then you can't put anything down in the first frame because, as you can see, you still have another ball coming which won't be rolled till the third frame. Thus, the pins you knock down with that first ball in the third frame will be added to the ten pins you knocked down with the strike ball in the second frame, and all that will be added to the ten pins you knocked down with the strike ball in the first frame to give you your first frame's score. Then, the pins you knock down with the second ball you roll in the third frame will be added to the pins you knocked down with the first ball in the third frame, and that will be added to the ten pins you knocked down with the strike ball in the second frame which will be added to the score in the first frame to give you the score in the second frame. Now, if you happen to get a strike with the first ball you roll in the third frame, then you still owe one more ball in the second frame which won't be rolled till the fourth frame, and which will be the first of the two you owe to the third frame, and . . .

Well, as you can see, when it comes to scoring, here is one place where you can get rid of plenty pent-up hostility.

FAMOUS RECORD HOLDERS IN BOWLING

JOHN L. LEWIS

Seventeen Strikes in a Row

TOMMY MANVILLE

Eleven Splits in a Row

OSGOOD Z'BEARD

Nineteen Pinboys in a Row

• • We may be wrong but all women seem shorter when they take off their shoes.

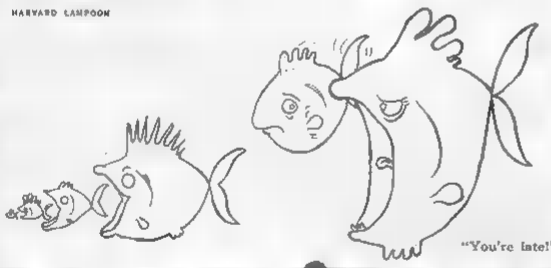
And now, from the hallowed halls of Institutes of Higher Learning

COLLEGIATE

Once again MAD presents its thought-provoking and dispassionate examination of the inner workings of the minds of young Americans as they are now being cultivated at Colleges and Universities all over the country, revealing to an astonished world such inspiring products of advanced learning as these inane cartoons.

IOWA STATE GREEN GANDER

HARVARD LAMPOON



"You're late!"

FLORIDA SMOKE SIGNALS

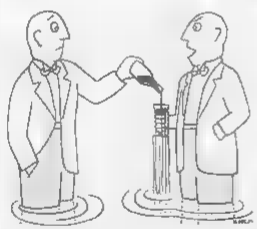
"It's knitted so well I hate to change it."

STANFORD CHAPARRAL

come these collected examples of...

WHIMSEY

CALIFORNIA PELICAN



"I SAID 'when'!"

MICHIGAN GARGOYLE

MINNESOTA DAILY

"I think it says: 'University professors, go home!' "

CORNELL WIDOW

PITCHERS and POACHERS

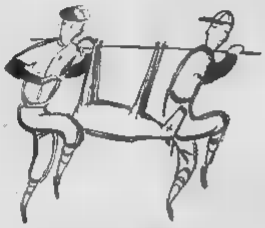
U. C. L. A. SCOP

PITCHERS

PITCHERS PITCHIN

POACHERS POACHIN

POACHERS



PITCHERS POACHIN

EGGS POACHIN

POACHERS PITCHIN

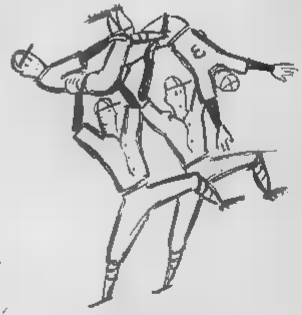
PITCHERS POACHIN PITCHERS

POACHERS POACHIN POACHERS

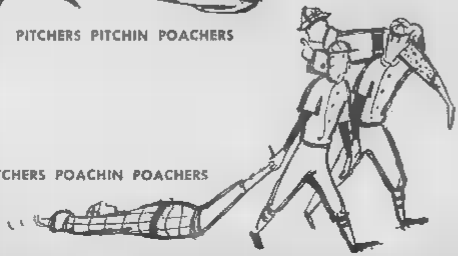
POACHERS PITCHIN POACHERS

PITCHERS PITCHIN POACHERS

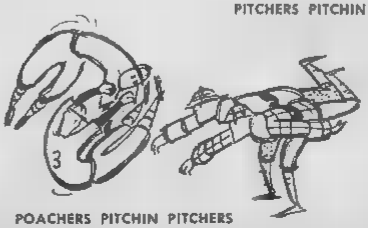
POACHERS POACHIN PITCHERS



PITCHERS PITCHIN PITCHERS



PITCHERS POACHIN POACHERS



POACHERS PITCHIN PITCHERS

** Schmeling would have taken Joe Louis in their second fight if the Brown Bomber hadn't gotten in 50 or 60 lucky punches.

MOVIE DEPT.

The other Friday (fish day, to be sure!), your editors went down to sea. That is, we went down to see a picture playing at a first-run N. Y. movie theatre. It was a picture all about a whale. And, boy, you should have heard the wail we wailed! Not that we wailed when we saw how the whale dies at the end in this picture. We didn't even wail when we saw how practically everybody dies at the end in this picture. We wailed mainly when we saw how much money we had to pay to see this picture in a first-run N. Y. movie theatre. Anyway, when we got through wailing, we paid our buck-eighty-five and saw this picture all about the hunt for the Great White Whale named . . .

Morbid Dick

PICTURE'S STIRRING FINAL SCENES, Captain Aslob (played by Legary Peg), bearing a startling resemblance to Abe Lincoln, stands astride Morbid Dick and skillfully demonstrates the fine old art of whale-splitting.

CHARACTERS IN MELVIN'S BOOK COME ALIVE IN PICTURE'S STARK REALITY

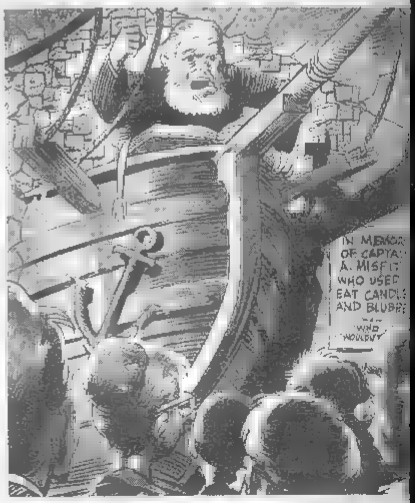
"Call me Fishmeal!"

WITH THESE OMINOUS WORDS, Morbid Dick begins as we see Fishmeal (played by Richard Baseheart-ed) wending way over rugged countryside looking for New Bedford, Mass. He has hard time finding it . . . since picture is being shot in Ireland.

Queeg-Queeg, Ex-Cannibal

NEXT WE MEET Queeg-Queeg, ex-Cannibal turned Harpooner, who speaks with odd Middle-European accent. He has been wandering around New Bedford trying to sell his head but gives up the idea because, without it, his aim would be poor.

Father Maplesyrup, Ex-Sea Captain



EX-SEA CAPTAIN Father Maplesyrup (played by Osome Bells), who turned preacher after losing his ship when it rammed through rear of church, delivers sermon on Jonah and whale from bowsprit pulpit. Right off, they give away whole plot.

• • Chances are the red-faced boozer who knocks the bouncer out with one punch thinks he's tough.

The Mad Prophet

AS THEY BOARD whaling bark Peckwad, Fishmeal and Queeg-Queeg are stopped by wide-eyed ragged stranger who makes startling and foreboding prophecy . . . prophecy being that the voyage will be ill-fated! MAD will certainly lampoon it!

Starstruck, the First Mate

DISGRUNTLED [redacted] supporting part he has to play, Peckwad's first mate, Mr. Starstruck (played by Lee O'Genn), fails in attempt to stir up crew, change plot, turn picture into another "Mutiny on the Bounty" with him in Clark Gable role.

Various Sad-Faced Women

LOCAL IRISH WOMENFOLK, used as extras to represent sad-faced New Bedford wives bidding men goodbye, are actually members of local Barry Fitzgerald Fan Club conned into lining up on quay in anticipation of his arrival by seaplane.

HALFWAY THROUGH PICTURE, CAPTAIN ASLOB FINALLY MAKES [redacted] APPEARANCE

TENSE SCENE comes when Captain Aslob finally appears on quarterdeck.

TENSION MOUNTS as he offers coin to first man who spots Morbid Dick.

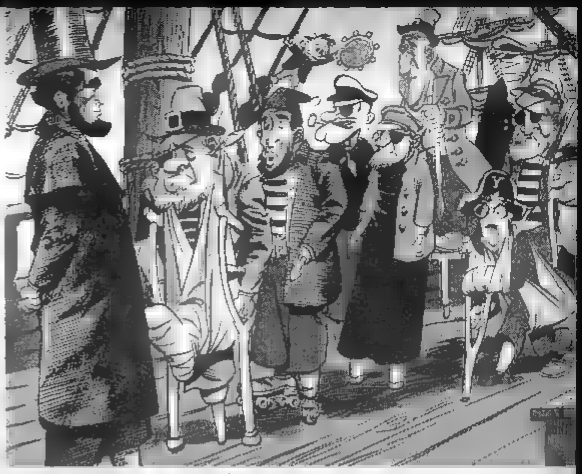
TENSION IS UNBEARABLE as he nails coin to mast [redacted] incentive.

TENSION IS SUDDENLY RELIEVED [redacted] he misses, slams thumb with hammer.

BITTER WHALING CAPTAIN ASLOB, BENT ON REVENGE, FIRES UP HIS CREW

CRAVING REVENGE upon the Great White Whale which has mutilated him, Captain Aslob succeeds in inflaming the crew members into sharing his hatred for Morbid Dick by sparking them with impassioned pleas, by igniting them with promises of money, but mainly by getting them lit with plenty grog!

MORTALLY WOUNDED BY HARPOONS imbedded in thick hide, ordinary black whale drags dories over waves in wild maneuver known ■ "Nantucket Sleigh-Ride", clearly indicating origin of modern sport of water skiing.



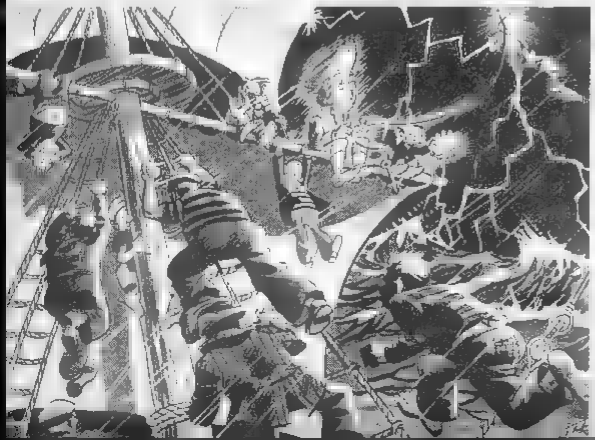
INTERESTING SCENE in picture takes place when Captain Aslob, who lost leg in a previous run-in with Morbid Dick, holds ■ rendezvous ■ sea with other captains who also have had unhappy exchanges with Great White Whale.

WHALE HUNTS, CALMS, STORMS, HOT TEMPERS, BUILD TO PICTURE'S CLIMAX

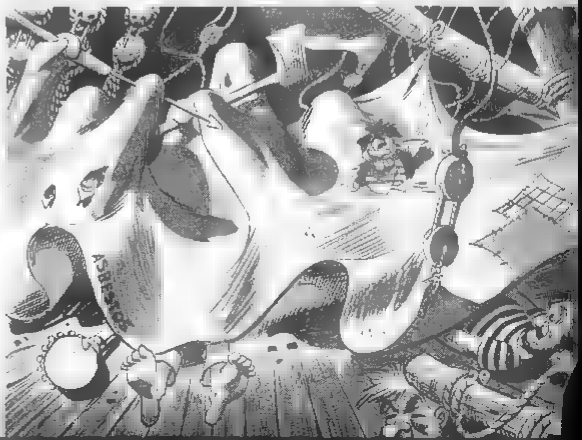
MORBID SCENE comes when whaler Peckwad is becalmed on vast Pacific and Cannibal Harpooner Queeg-Queeg, who foretells dismal future with pick-up-sticks, commissions ship's carpenter to build him a water-tight coffin.

ULTIMATE HEIGHT OF MORBIDITY is reached during same dismal scene when bored and restless crew members amuse themselves by using their clasp knives to play a gay version of tick-tack-toe on Queeg-Queeg's chest . . .

AS WILD TYPHOON engulfs ship, crew scrambles into rigging, not to furl sails but to get fifty-yardarm seats for showdown between axe-aiming Star-struck and harpoon-hefting Aslob, with St. Elmo's fire sparking things.



HOWEVER, WATER-LOGGED SAIL, torn loose by raging storm, falls to deck where mutinous first mate is squaring off with stubborn Captain and quickly ends fight by dropping wet blanket on whole furshlugginer proceeding.



PICTURE'S MORBID CLIMAX (when White Whale is at last engaged, when Captain Aslab is dragged to watery grave, when Peckwad is rammed and sunk, when entire crew save Fishmeal, drowns,) created baffling technical problem for film makers. Problem being: who's gonna take whale's part?

ABOVE IS SCENE as it appears ▬ screen. After trying several promising whales, problem of casting Morbid Dick was solved by using disguised World War II surplus blimp. However, ▬ is obvious ▬ above scene, new problem arose. Rolling bogus whale kept exposing large black letters: "U. S. NAVY".

FINAL MORBID SCENE SHOWS FISHMEAL PADDLING INTO PORT ON QUEEG-QUEEG'S COFFIN

ADVICE DEPT. PART II

ALFRED E. NEUMAN ANSWERS YOUR QUESTIONS

PROBLEM:

My girl friend and I are very much in love . . .

If it weren't for her father, we'd get married tomorrow . . .

But her father has a sadistic sense of humor, and I hate him for it . . .

He makes fun of our billing and cooing, and constantly embarasses us . . .

He laughs and says the only way we'll ever get married is over his dead body! What shall I do?—*Desperate.*

SOLUTION:

Go along with his gag! Admit that he's right and then act accordingly. Best of luck.

A Medal for Horatius is how this copy of an ancient Roman frieze was titled by Col. W. C. Hall, who sent it to us. A careful study reveals astonishing similarities in Armies across the ages...mainly chicken.

ROME
II CALENDS, APRIL, CCCLX
SUBJECT: RECOMMENDATION FOR SENATE MEDAL OF HONOR.
TO: DEPARTMENT OF WAR, REPUBLIC OF ROME.

I. RECOMMEND GAIUS HORATIUS, CAPTAIN OF FOOT, O-MCMXVI, FOR THE SENATE MEDAL OF HONOR.

II. CAPTAIN HORATIUS HAS SERVED XVI YEARS, ALL HONORABLY.

III. ON THE III DAY OF MARCH, DURING THE ATTACK ON THE CITY BY LARS PORSENA OF CLUSIUM AND HIS TUSCAN ARMY OF CXM MEN, CAPTAIN HORATIUS VOLUNTARILY, WITH SERGEANT SPURIUS LARTIUS AND CORPORAL JUNIUS HARMINIUS, HELD THE ENTIRE TUSCAN ARMY AT THE FAR END OF THE BRIDGE, UNTIL THE STRUCTURE COULD BE DESTROYED, THEREBY SAVING THE CITY.

IV. CAPTAIN HORATIUS DID VALIANTLY FIGHT AND KILL ONE MAJOR PICUS OF CLUSIUM IN INDIVIDUAL COMBAT.

V. THE EXAMPLARY COURAGE AND THE OUTSTANDING LEADERSHIP OF CAPTAIN HORATIUS ARE IN THE HIGHEST TRADITION OF THE ROMAN ARMY.

JULIUS LUCULLUS, CMDR.
II FOOT LEGION

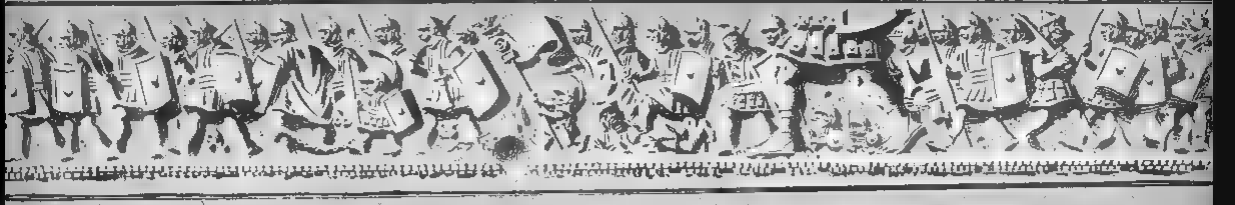
1ST IND. AG.
IV CALENDS, APRIL, CCCLX
TO: G-III
FOR COMMENT.
G.C.

IIb IND. G-III
IX CALENDS, MAY, CCCLX.
TO: G-II
I. FOR COMMENT FORWARDING
II. CHANGE PARAGRAPH III, LINE VI, FROM "SAVING THE CITY" TO "LESSENED THE EFFECTIVENESS OF THE ENEMY ATTACK." THE ROMAN ARMY WAS WELL DISPERSED TACTICALLY, THE RESERVE HAD NOT BEEN COMMITTED. THE PHRASE AS WRITTEN MIGHT BE CONSTRUED TO CAST ASPERSIONS OF OUR FINE ARMY.
III. CHANGE PARAGRAPH V, LINE I, FROM "OUTSTANDING LEADERSHIP" TO READ "COMMENDABLE INITIATIVE." CAPTAIN HORATIUS' COMMAND WAS II MEN—ONLY 1/IV OF A SQUAD.
J.C.

IIIb. IND. G-II
II IDES, JUNE, CCCLX
TO: G-I.
I. OMIT STRENGTH OF TUSCAN FORCES IN PARAGRAPH III. THIS INFORMATION IS CLASSIFIED.
II. A REPORT EVALUATED AS B-II STATES THAT THE OFFICER WAS A CAPTAIN PINCUS OF TIFERNUM. RECOMMEND CHANGE "MAJOR PICUS OF CLUSIUM" TO "AN OFFICER OF THE ENEMY FORCES."
T.J.

IVTH IND. G-I
IX IDES, JANUARY, CCCLXI
TO: JAG
I. FULL NAME IS GAIUS GAIUS HORATIUS.
II. CHANGE SERVICE FROM XVI YEARS TO XV YEARS. ONE YEAR IN ROMULUS CHAPTER, CUB SCOUTS, HAS BEEN GIVEN CREDIT FOR MILITARY SERVICE IN ERROR.
E.J.

VTH IND. JAG.
IIb. OF FEBRUARY, CCCLXI
TO: AG
I. THE PORSENA RAID WAS NOT



DURING WARTIME: THE TEMPLE OF JANUS WAS CLOSED.
II. THE ACTION AGAINST THE PORSENA RAID, IPSO FACTO, WAS A POLICE ACTION.
III. THE SENATE MEDAL OF HONOR CANNOT BE AWARDED IN PEACETIME. (AP-CVIII-XXXV, PARAGRAPH XII,c)
IV. OFFICER IS ELIGIBLE FOR PAPYRUS SCROLL WITH METAL PENDANT.
P.E.

VIth IND. AG.
I IDE OF OCTOBER, CCCLXI
TO: G-I
FOR DRAFT OF CITATION FOR PAPYRUS SCROLL WITH METAL PENDANT.
G.C.

VIIth IND. G-I
III CALENDS OCTOBER, CCCLXI
TO: G-II
I. DO NOT CONCUR.
II. OUR CURRENTLY FINE RELATIONS WITH TUSCANY WOULD SUFFER AND CURRENT DELICATE NEGOTIATIONS MIGHT BE JEOPARDIZED IF PUBLICITY WERE GIVEN TO CAPTAIN HORATIUS' ACTIONS AT THIS TIME.
T.J.

VIIIth IND. G-II
VI DAY OF NOVEMBER, CCCLXI
TO: G-I
A REPORT (RATED D-IV), PARTIALLY VERIFIED, STATES THAT LARS PORSENA IS VERY SENSITIVE ABOUT THE HORATIUS AFFAIR.
E.T.

IXth IND. G-I
X DAY OF NOVEMBER, CCCLXI
TO: AG
I. IN VIEW OF INFORMATION CONTAINED IN PRECEDING VIIth AND VIIIth INDORSEMENTS, YOU WILL PREPARE IMMEDIATE ORDERS FOR CAPTAIN G. C. HORATIUS TO ONE OF OUR OVERSEAS STATIONS.
II. HIS ATTENTION WILL BE DIRECTED TO PARAGRAPH XII, POM, WHICH PROHIBITS INTERVIEWS OF CONVERSATIONS WITH NEWSMEN PRIOR TO ARRIVAL AT FINAL DESTINATION.
L.T.

ROME II CALENDS, APRIL I, CCCLXII
SUBJECT: SURVEY, REPORT OF DEPARTMENT OF WAR.
TO: CAPTAIN GAIUS GAIUS HORATIUS, III LEGION V PHALANX, APO XIX, C/O POSTMASTER, ROME
I. YOUR STATEMENTS CONCERNING THE LOSS OF YOUR SHIELD AND SWORD IN THE TIBER RIVER ON III MARCH, CCCLX, HAVE BEEN CAREFULLY CONSIDERED.
II. IT IS ADMITTED THAT YOU WERE BRIEFLY IN ACTION AGAINST CERTAIN UNFRIENDLY ELEMENTS ON THAT DAY. HOWEVER, SERGEANT SPURIUS LARTIUS AND CORPORAL JULIUS HERMINIUS WERE IN THE SAME ACTION AND DID NOT LOSE ANY GOVERNMENT PROPERTY.
III. THE FINANCE OFFICER HAS BEEN DIRECTED TO REDUCE YOUR NEXT PAY BY II I/II TALENTS (I III/IV TALENTS COST OF ONE EACH, SWORD, OFFICER; III/IV TALENT COST OF ONE, EACH, SHIELD, M-II).
IV. YOU ARE ENJOINED AND ADMONISHED TO PAY STRICT ATTENTION TO CONSERVATION OF GOVERNMENT FUNDS AND PROPERTY. THE BUDGET MUST BE BALANCED NEXT YEAR.
H. HOCUS POCUS,
LIEUTENANT OF HORSE,
SURVEY OFFICER

What's happened to the . . .

PULP MAGAZINES

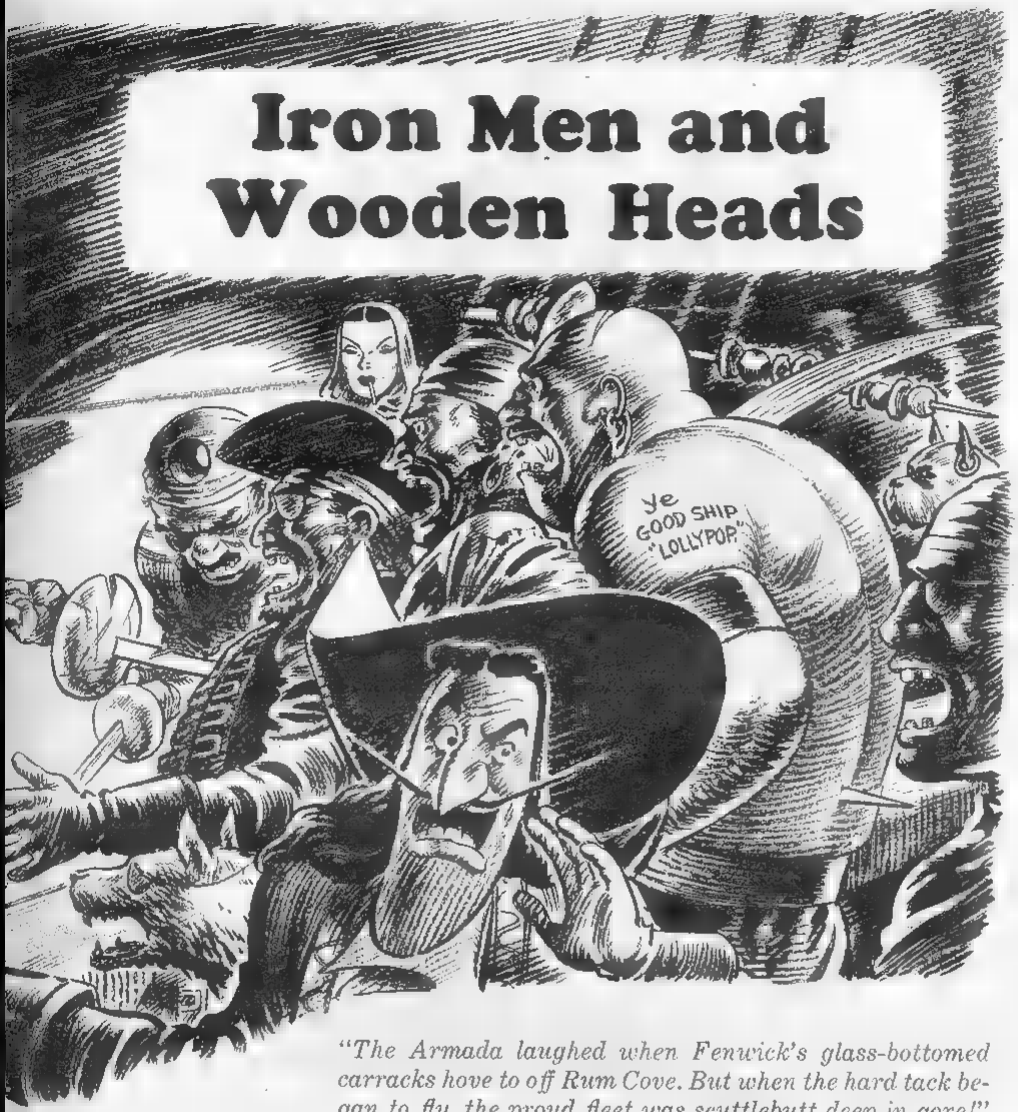
Because the pulp magazines from which we learned in our youth how to behave in commonplace situations (such as being shot down in flames, or eaten alive by a Martian crocodile-man) are in sad shape these days, one can no longer find such old favorites such as *Adventure Ructions, Esmerelda of Africa, Sports Yawns, Middle Western,* or *Soggy Love Stories.*

Therefore, as a public service, and mainly in the hope that we sell more MADs, we have gotten Mr. James Blish to write the following assortment of typical pulp magazine stories for the few remaining bloody pulp readers.

"Cut *that* down, ye Spanish dogs!" he roared.

• • Those publicity hounds who jump off bridges seldom do it twice.

Iron Men and Wooden Heads



"The Armada laughed when Fenwick's glass-bottomed carracks hove to off Rum Cove. But when the hard tack began to fly, the proud fleet was scuttlebutt deep in gore!"

Fenwick clenched his teeth on the dirk and cluttered into the main t'-gallant midden-sheet. Grapeshoots whistled all around him. Quickly he secured the panter, and raving it through the 'baft clotch, pinned it to the fennel with the blade. "Cut *that* down, ye Spanish dogs!" he roared.

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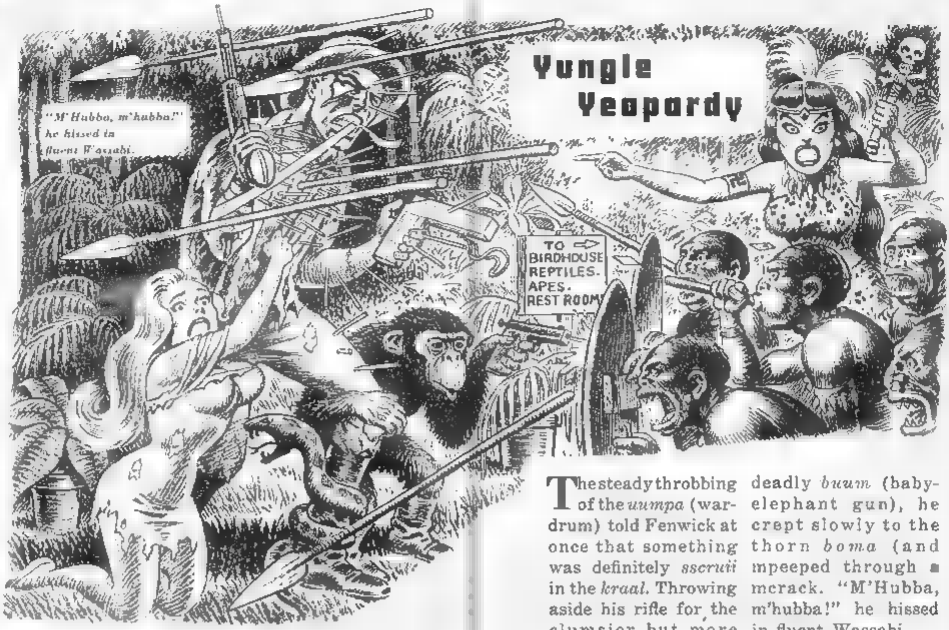
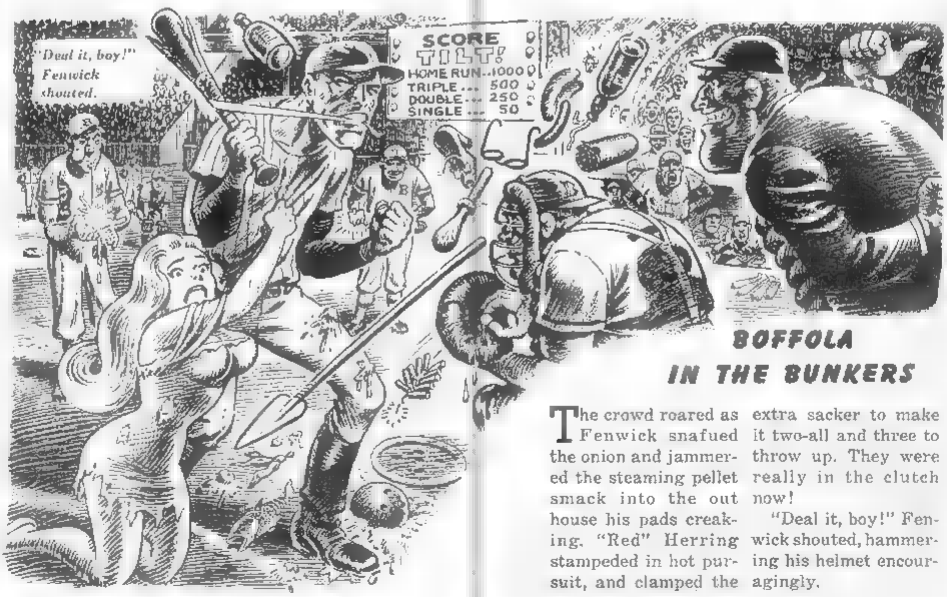
PICTURES BY WILL ELDER



Yungle Yeopardy

The steady throbbing of the *uumpa* (war-drum) told Fenwick at once that something was definitely *sscruii* in the *kraal*. Throwing aside his rifle for the clumsier but more deadly *buum* (baby-elephant gun), he crept slowly to the thorn *boma* (and mpeeped through a merack. "M'Hubba, m'hubba!" he hissed in fluent Wassabi.



BOFFOLA IN THE BUNKERS

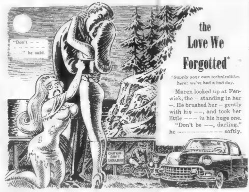
The crowd roared as Fenwick snafued the onion and jammered the steaming pellet smack into the out house his pads creaking. "Red" Herring stampeded in hot pursuit, and clamped the extra sacker to make it two-all and three to throw up. They were really in the clutch now!

"Deal it, boy!" Fenwick shouted, hammering his helmet encouragingly.

Drop that Carrot, Red River Dan!

Fenwick vaulted into the pommery and spurred his calaboose mercilessly. A cloud of tumblebugs rolling toward him over the tarryhoot told him "Red" Herring's rickety whiffletree was already withers-deep in danger. Another half hour and Gunslinger's Gulch would be down for an upchoking.

"Faster, old *sombrero*," he yelled to the cantling paintpot.



the Love We Forgotted*

*Supply your own technicalities here: we've had a bad day.

Maren looked up at Fenwick, the – standing in her –. He brushed her – gently with his ––, and took her little ––– in his huge one.

"Don't be ––, darling," he ––––––––– softly.

MAKE MONEY

Don't this picture of a man with a hat full of money always get you? You can be rich. All you have to do is inherit an estate. Send 50c. to cover cost of handling for our FREE booklet on how to make money by printing booklets on how to make money. Box $1000, Lucre, ILL.

LEARN TO DRAW

Want to learn to be a commercial artist and make money? So do two million others, you fool you! However, note picture of learner drawing girl – semi-draped. Go—take your trembling fingers and write an order for our course. Write to Department Semi, TREMBLE, R. I.

MENTAL SCIENCE

MAKE MONEY by harnessing extra security precautions and forces in super-conscious mind. Learn to fly by merely flapping arms. Send $5 for 10 lessons to BRIDIE MURPHY, COUNTY CORK, IRE.

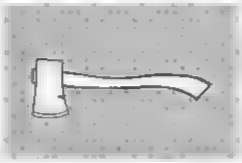
MONUMENTS

Forget about Making Money. Invest in something substantial for your future. Satisfaction or money back. No C.O.D.'s please. Write for catalogue to box Pine, Death Valley, CALIFORNIA.

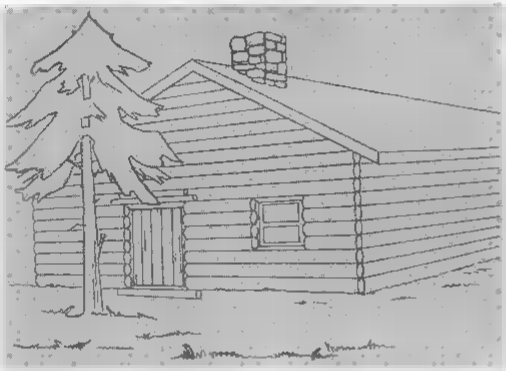
This article, with pictures posed by Carl Reiner of the Sid Caesar show, is concerned with the craze of "Do-it-yourself", currently sweeping the country. So this article is dedicated ■ the crazy do-it-yourselfers, currently sweeping their cellars. MAD, vitally interested in the strange continued increase in sales of Band-Aids, peered into windows, looked up old craft guild histories, pored over tool catalogues, and finally came up with this article. We came up with this article mainly when we swiped it from a book* we found at our local lending library. Here then, is ■ capsule version of . . .

A SAW SCREAMS AT MIDNIGHT

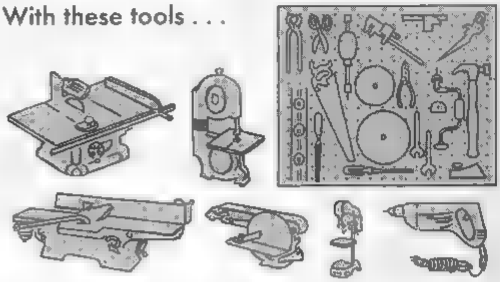
With this simple tool . . .



. . . a pioneer built this



With these tools . . .



. . . a home craftsman built this

Maybe you live with one, maybe you're one yourself, but certainly you know one—a Handy Andy, ■ Mr. Fixit, the guy with a cellar full of tools and sawdust in his hair instead of dandruff. He's the home craftsman, the do-it-yourselfer, the fugitive from ■ lumberyard. While legions ■ these fellows were boring, sawing and generally chewing their way through $120 millions' worth ■ lumber last year, termites were able ■ eat their way through only $40 million. The first home craftsman was the caveman. He squatted over his work and grunted. The modern home craftsman also squats occasionally, but grunts only when he tries ■ straighten up. His language is more developed than the caveman's. You should hear it when something goes wrong. The caveman's basic tool was the stone hammer. The modern woodworker's is the power saw which ■ more developed than the caveman's stone hammer, but less versatile. You can't smack ■ dinosaur on the noggin with a Shopsmith. Some man on Long Island tried it and they took him away.

Noah was the first do-it-yourselfer of history. He made ■ triple-decker ark out of gopher wood. And Noah ■ it the hard way. No diagrams. ■ handy hardware store or local lumberyard. How-to-do-it-yourself has deep roots in American tradition, too. No sooner had the pilgrims stepped off Plymouth Rock than they met an Indian who said "How?" Then came George Washington, a pretty handy guy with ■ hatchet. He was followed by Abraham Lincoln, sometimes called "The Rail Splitter" because the bench saw had not yet been invented. But the era ■ the handyman who

THE FIRST HOME CRAFTSMAN

THE MODERN HOME CRAFTSMAN

* "A SAW SCREAMS AT MIDNIGHT" The Whodunit-Yourself Book, by G. A. Mills. Copyright 1956 by E. P. Dutton & Co. Inc. New York

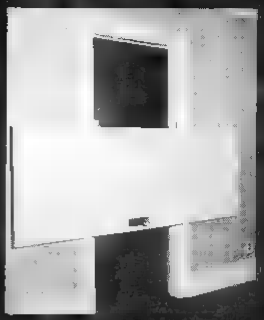
Holding nails in the mouth is inadvisable as a slight mishap may cause one to be swallowed.

could do things for himself was already doomed. Eli Whitney had put the crusher on [redacted] with his cotton gin, which ushered in an age of decadent aristocracy. For generations smart people thought [redacted] their hands only as something that gave [redacted] finished look to [redacted] sleeve. Aside from the beau geste of tossing an occasional hand to a manicurist, it was a nuisance, something that got caught in mousetraps and was later to cause misunderstandings in crowded elevators. The hand had to be washed and dried endlessly. In winter it turned blue and had to be blown upon or stored in an old pocket. The hand had become obsolete. Suddenly, all this changed. About 1945 came the Do-It-Yourself revolution. People rediscovered their hands, and found that they were ideal for holding tools, for doing and making things around the home. Today smart people no longer show each other their operations, but their calluses.

Getting the most out of your keyhole saw.

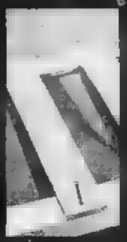
HINTS FOR THE HOBBYIST

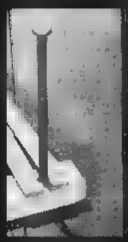
RIGHT WAY WRONG WAY



How to hang a door

How to hold a pencil

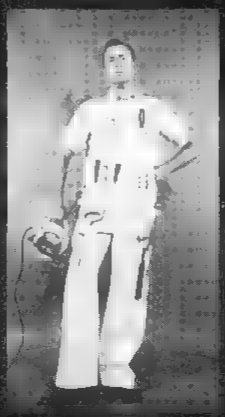


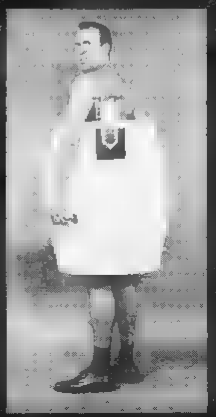


How to drive a nail

PROGRESS OF THE HOBBYIST

BEFORE AFTER

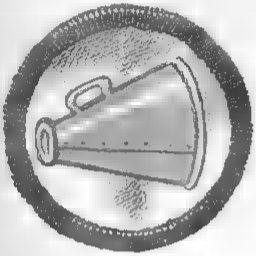




You know how there are those millions of stalwart, upstanding examples of American youth who join the Boy Scouts and Girl Scouts, who learn to be trustworthy, loyal, helpful, and like that, and who knuckle down and earn Merit Badges for such constructive activities as Bird-Bath Building and Chicken Raising. You know about them? Well, in this next article, we're not concerned with them. We're concerned with the millions of stalwart, upstanding examples of American youth who *don't* want to kunckle down and earn Merit Badges. We're concerned with *you clods!* Just because you don't indulge in constructive activities doesn't mean you shouldn't have a chance to earn Merit Badges. In this next article, MAD gives you the chance with seven awards for constructive activities you clods *do* indulge in.

MAD MERIT BADGES

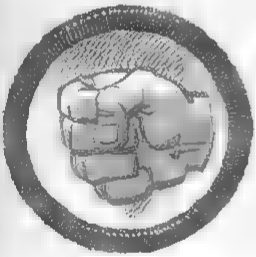
BRAGGING



Requirements:

1. Be able to narrate convincingly a fictional experience, such as time you single-handedly foiled attempt by armed bandits to hold up Ladies Turkish Bath, or time you captured dangerous Russian spy.
2. Give four stimulating accounts of fanciful experiences with members of opposite sex. Work up repertory of gestures and vivid facial expressions for emphasis.
3. Learn to deliver such boasts as: "My ol' man can lick yer ol' man . . . anytime!"
4. Learn to deliver first aid to ol' man.

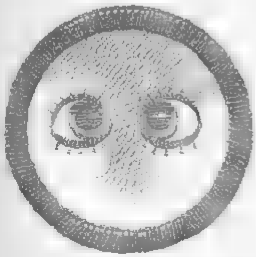
BULLYING



Requirements:

1. Demonstrate three examples of bullying, such as relieving article you've wanted from someone smaller than you; or forcibly winning argument with buddy by threatening to knock his block off; or if you're a boy, beating up a little girl. (If you're a girl, beating up younger brother is acceptable.)
2. Knock over old peddler's pushcart.
3. Knock over old peddler.
4. Wait for smallest, weakest classmate after school, make him carry your books home.
5. Better still, make him carry you home!

CIGAR SMOKING



Requirements:

1. Be able to smoke without flinching, gasping, or watering of the eyes, an 8 inch Panatela hemp-filled cigar (including smoking *through* cigar band) down to a ¼" butt.
2. Show proficiency in disposing of cigar butt by over-shoulder toss into cuspidor at a distance of not less than 14 feet.
3. Develop ability to light up, and draw forth rich, billowing clouds of fragrant smoke from a chocolate cigar.
4. Smoke to the bitter end, with utter nonchalance, an exploding cigar.

PICTURES BY JACK DAVIS

CRIBBING

Requirements:

1. Demonstrate ability of adroit cheater to resist temptation of self-consciously raising eyes from exam paper to proctor.
2. Develop three methods for cribbing, such as inserting scroll in empty wristwatch case. (As stem is wound, answers appear on face.) Occasionally ask proctor what time he has to dispel suspicion.

Note: In above requirement, crude methods such as writing answers on white-walled sneakers will not be valid. Be original, like writing answers on insides of eyelids.

DEFACING

Requirements:

1. Collect needed equipment, like crayons, soap, chalk, old lipsticks, burnt cork, etc.
2. Design and execute five startling types of poster-defacing mustaches.
3. Design and execute four basic alteration devices for use on advertising signs like: a. front teeth black-out stencil; b. pimple stamper; c. horn-rimmed glasses tracing guide; d. adhesive Smith Brother type beard.
4. Demonstrate ability to scrawl clever remarks, poems, and messages illegibly on fences, sidewalks and rest-room walls.

GOOFING OFF

Requirements:

1. Demonstrate four goofing-off activities, such as sleeping in the cellar, lolling in lower branches of Sassafras Tree, dangling bare feet in curbside mud-puddle, napping during Civics class, etc.
2. Give six adequate lame excuses for getting out of running errand for parents, like: "I can't! I got a sprained ankle!" or "Why do *I* always gotta go down to the saloon for the pail of beer? I don't even *like* beer!" or "It's ** free country! Lincoln freed the slaves! You can't make me!" Stuff like that.

LOITERING

Requirements:

1. Cultivate spineless, relaxed slouch in order to drape shape against front of: a. Drug store; b. Pool Hall; c. Burlesque.
2. Practice till perfected an uncouth leer.
3. Become adept at penny-pitching, candy machine kicking and key chain twirling.
4. Perfect ear-splitting but appreciative whistle followed by such jocular salutations as: "Hi'ya, Doll!" or "Va Va Voom!"
5. Demonstrate satisfactorily an ability to dangle cigarette from lower lip.
6. Flap lower lip.

** For some reason we're suspicious of unshaven men who carry switch-knives.

EACH WEEK, THERE IS A BIG TV SHOW COMES ON THE AIR WHICH OPENS LIKE THIS:

AND EACH WEEK, WHEN THIS SHOW COMES ON THE AIR, IT OPENS WORLDS LIKE THIS:

A broken promise of things to come.

True tales made up from the legendary past.

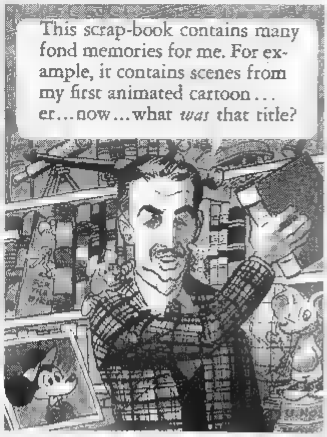
The wonderland of Nature's own film.

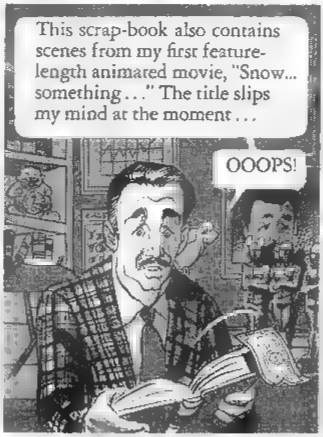
The happiest world of them all—for kids.

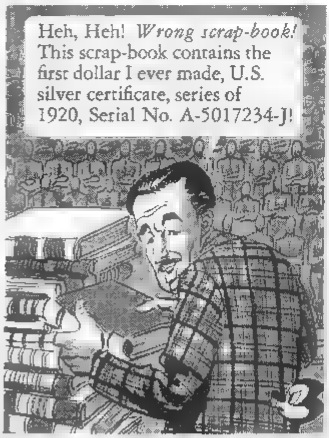
BUT MAINLY, EACH WEEK WHEN THIS SHOW COMES ON THE AIR, IT REALLY OPENS THIS:

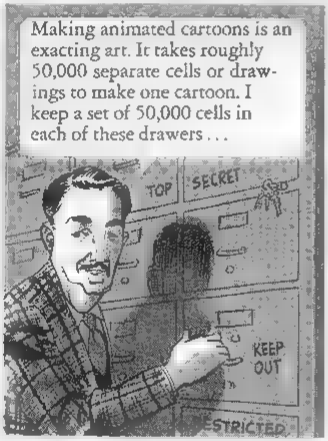
The Happy Happy Happiest World of them all
—for Walt Dizzy

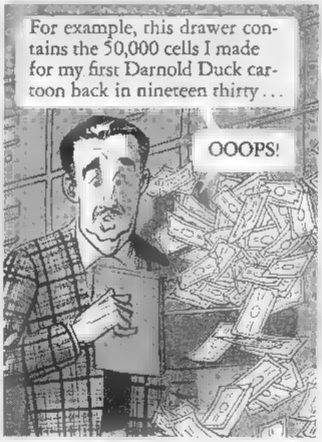
AND NOW, HERE ■ HOST WALT DIZZY, WHO USUALLY INTRODUCES DIZZYLAND

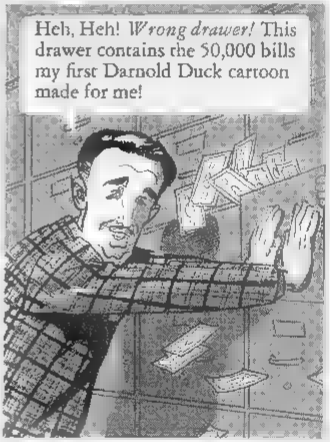


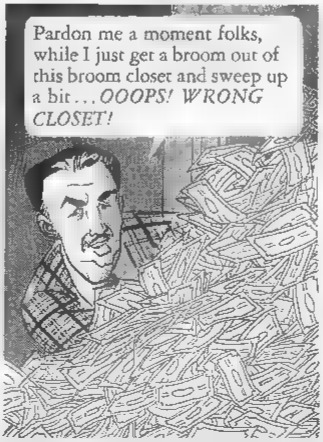


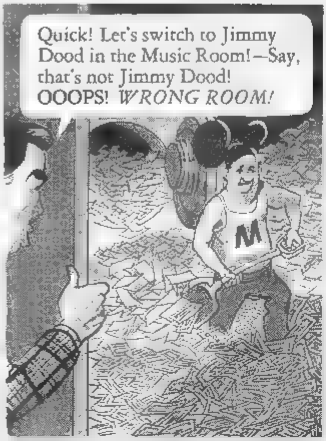












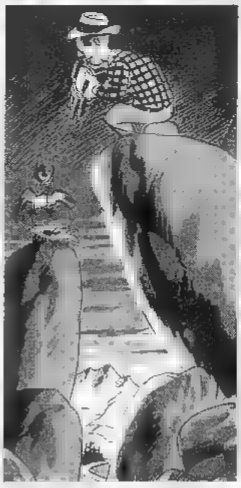
• • The horses at the Trotters would run a lot faster if they didn't have to pull those wagons.

ADVENTURESLAND..the Wonder place

REAL-LIVE ADVENTURES CAMERAMAN WAITS YEAR FOR SHOT OF RARE BIRD

OZGOOD ZEISS, Dizzyland Real-Live Adventures ace cameraman perches on mountain ledge, awaits rare appearance of the never-before-photographed Ring-Necked Fuzzwort.

CAMERA READY, Ozgood waits . . . and waits. Summer wanes, Autumn leaves begin to fall, and Winter snows begin, but still no Fuzzwort. Determined Ozgood clings to perch.



SPRING THAW comes, and one year passes. Finally, after twenty month vigil, Fuzzwort makes appearance. Jubilant Ozgood takes history making chance-of-a-lifetime shot . . .

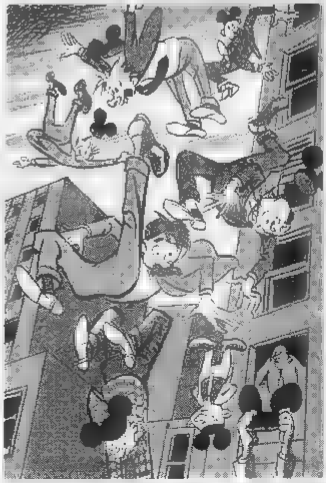
THEN, ■ Fuzzwort disappears again, Ozgood flings himself screaming from ledge, realizing that chance-of-a-lifetime shot is ruined. Dated film in camera had expired . . .

TOMORROWSLAND.. a Broken Promise

FANTASTIC LOOK INTO FUTURE EXAMINES PROBLEMS OF MAN IN OUTER SPACE

TOMORROWSLAND FEATURE graphically depicts most vital problem yet to be solved before man can venture forth into outer space: the vital problem of zero-gravity, or state of total weightlessness where things float about in ■ free-fall.

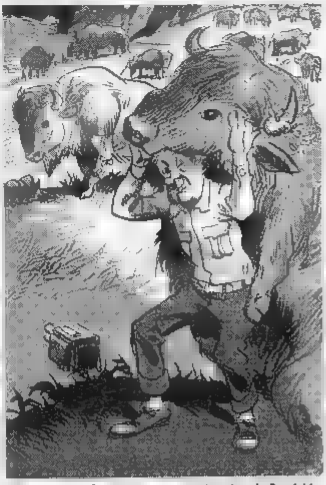
DIZZYLAND ARTISTS work overtime in experimental vacuum-sealed studio, to create realistic animated sequences showing how free-fall problem is solved, like using webbed beds, plastic drinking bags, rubber-lined walls, and mainly plenty glue.



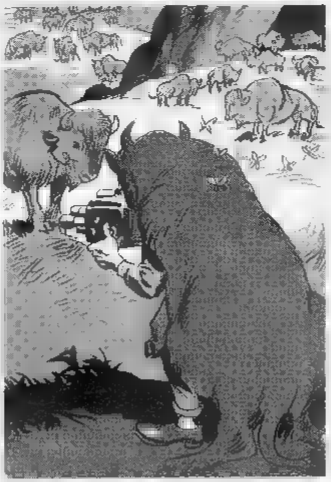
DIZZYLAND ARTISTS were able to create convincing, realistic animated sequences showing how problem is solved after experiencing free-fall in person. Thoughtful management forced entire staff to make mass leap from 10th floor studio window.

of Nature's own Film

REAL-LIVE ADVENTURES PHOTOGRAPHER POSES AS BUFFALO TO GET CLOSE-UPS



SIGISMUND (Ciggy) SPONK, Dizzyland Real-Live Adventures trump cameraman employs clever (but uncomfortable) trick of draping himself with moth-eaten buffalo skin in ruse to sneak up through sagebrush to get breath-taking close up of herd.

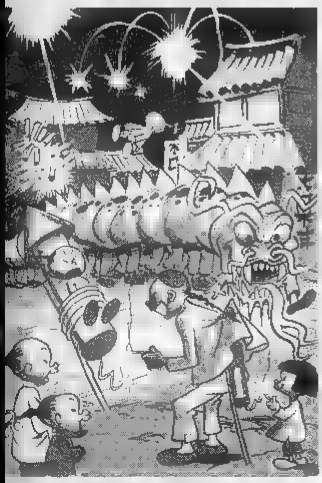


CLEVER RUSE succeeds. Placidly grazing buffalo take no notice as disguised (and uncomfortable) Sigismund creeps into midst of herd and, setting up his hand-held combat-type 16 mm camera, begins shooting history-making close-up footage..

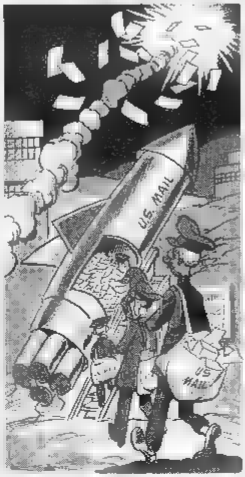
CLEVER TRICK backfires as magnificent herd bull, snorting and pawing ground, takes sudden fancy to charming (but uncomfortable) newcomer, decides to make Sigismund his happy bride. Plenty history-making close-up footage was lost in chase!

of Things to Come

VIVID STORY TRACES ROCKET DEVELOPMENT FROM NOVEL TOY TO PRESENT DAY

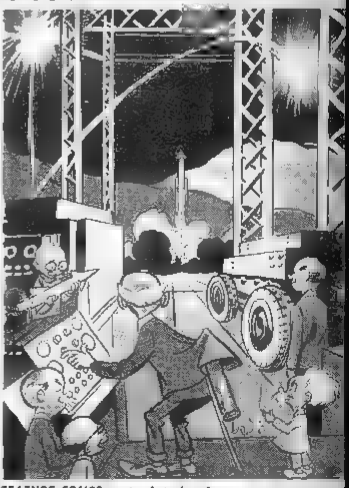


INFORMATIVE Tomorrowsland feature depicts history of rockets starting with invention as novel toy by Ancient Chinese and shows honorable inventors having much honorable fun . . .



FEATURE TRACES development from novel toy to have honorable fun with to first practical use with interesting attempt to send the mail via rockets in early nineteen-twenties.

FEATURE GOES ON to show how novel toy to have honorable fun with was developed by Germans during World War II into effective weapon of dishonorable 'fun,' the dreaded V-2.



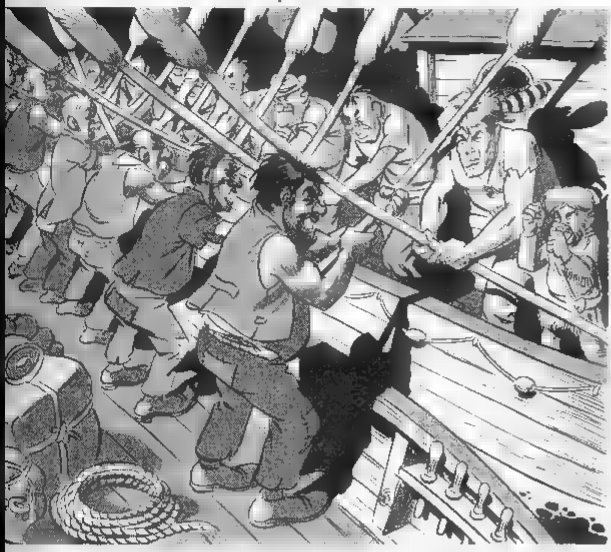
FEATURE COMES up to date by showing scientists at White Sands making countless experimental launchings of latest rocket types. By George...! We're back having honorable fun...

• • We sincerely believe Ernest Hemingway to be a greater writer than Mickey Spillane.

FRONTREARLAND ...True Tales Made up

EXPLOITS OF FORMERLY UNHERALDED PIONEER HEROES TEACH TOD

Competition



TRADITIONAL AMERICAN SPIRIT of competition is conveyed during exciting keelboat race as raggle-taggle crews of Davy Crowcutt and Mike Finque eagerly pole their way down Mississippi River.

Resourcefulness

DESPERATE ATTEMPTS of Mike Finque and Davy Crawcutt to win keelboat race clearly illustrates for youth of this generation importance of relying upon honest American skill and ingenuity.

FANTASTICLAND ...the Happiest World of

from the Legendary Past

AY'S YOUTH RESPECT FOR TIME-HONORED AMERICAN TRADITIONS

Teamwork

TYPICAL AMERICAN tradition of teamwork is depicted as Mike and Davy cooperate in sinking fleet of attacking Indian canoes.

Sportsmanship

GOOD OLD AMERICAN sportsmanship tradition is shown by Davy Crawcutt when he fails to shoot ale cup off Mike's head.

Leadership

FINE AMERICAN attribute of leadership is shown when Davy enters Congress and declares he can lick any man in the House!

Them All.

* * Somehow sandhogs never seem to get a suntan.

ADVICE DEPT. PART III

ALFRED E. NEUMAN ANSWERS YOUR QUESTIONS

PROBLEM:

I am a serious medical student in college. But that is not my problem . . .

It's my boyfriend! I am interested in intellectual pursuits, stimulation of the mind, and like that. All he wants to do is neck . . .

He's tried everything to get my mind off my work . . . like the time he set fire to all of my text books . . .

And when that didn't work, he set fire to the college . . .

He follows me everywhere! He says making love to me is his sole purpose in life. I'm scared. What can I do?

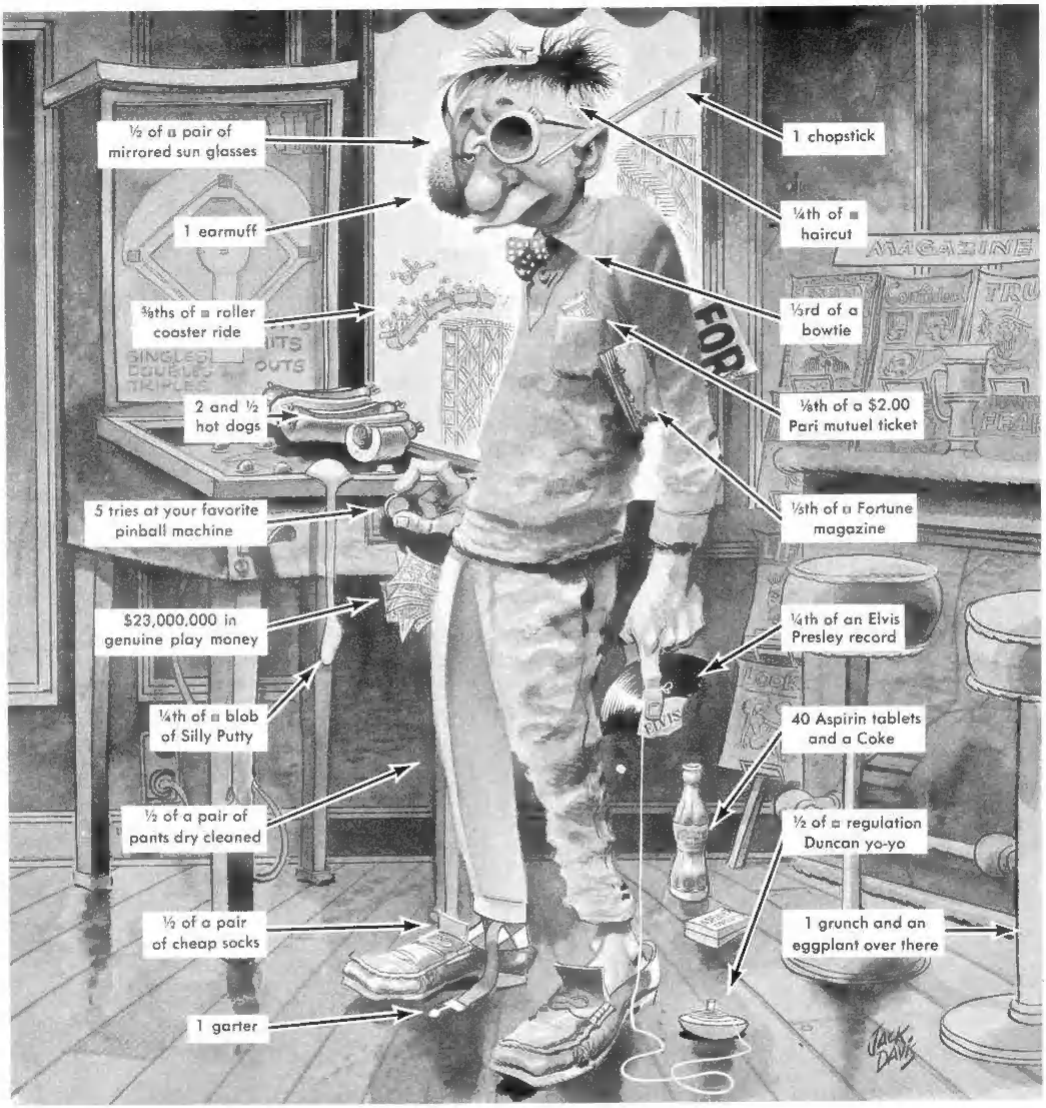
—*Distracted*

SOLUTION:

Consider it an experiment. Try it once. You'll find it much more fun than any ol' text book!

PICTURES BY DON MARTIN

VITAL ITEMS YOU CAN BUY FOR A QUARTER!



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I want to save a quarter and buy one of the vital items above. Please send me the next 9 issues of MAD for which I am enclosing $2.00.

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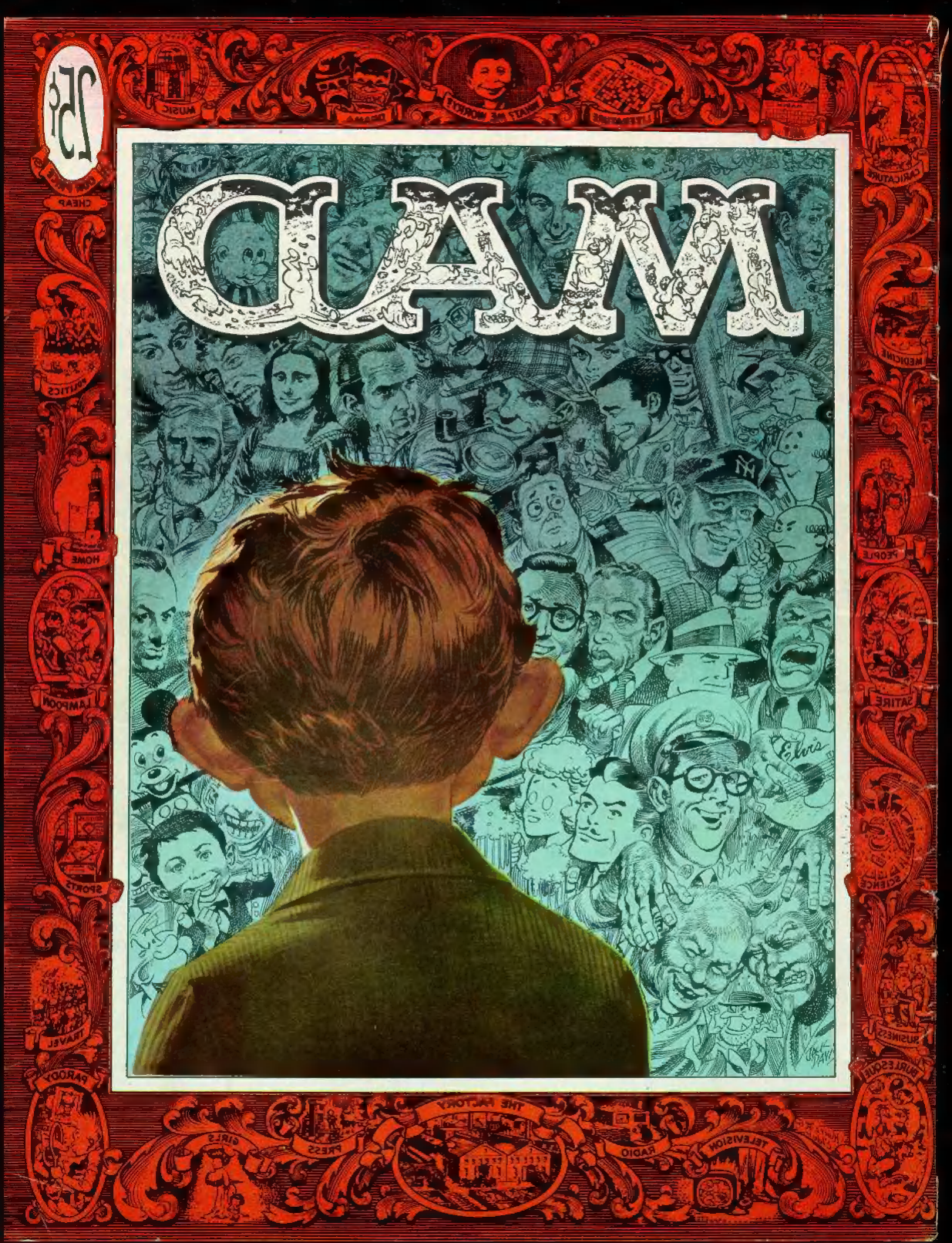
AGE ____ SCHOOL OR OCCUPATION _____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